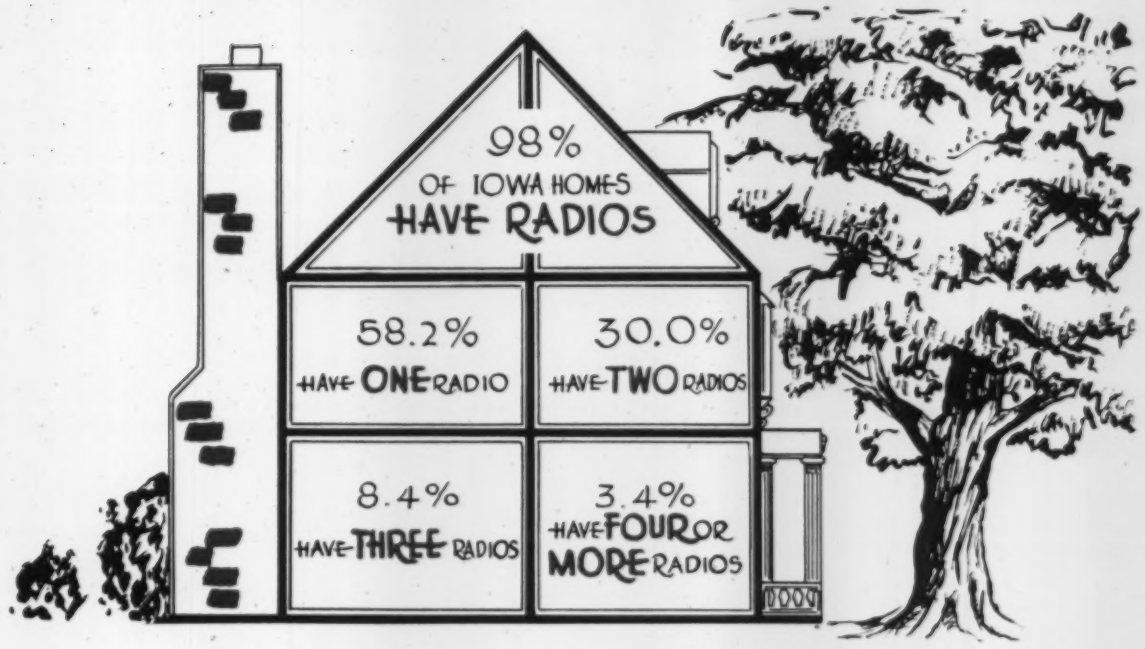
BROADCASTING
Radio and Television
TELECASTING

DETROIT

MORE IOWA RADIOS MEAN MORE IOWA LISTENERS!



98% of Iowa homes have radios, *41.8%* have *two or more* sets, and *11.8%* have *three or more*, according to the 1948 Iowa Radio Audience Survey.*

This extra-set ownership means more *listening* throughout the day. In the morning, for instance, it means 6.9% more women and 5.9% more men listeners.

The Survey's authoritative figures about multiple-set homes in Iowa constitute one of the several new and extremely important findings of the 1948 Edition. In addition to this "*new information not previously gathered*" the Survey gives up-to-date facts on almost every possible phase of Iowa listenership.

Write for your copy today, or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

for IOWA PLUS

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Thanks . . .

to The Billboard

and the
Distinguished Panel of Judges
in *The Billboard's* 11th Annual
Radio and Television Promotion Competition

CLASS: **Clear Channel Network Affiliates**

FIRST PLACE IN SALES PROMOTION:

"WLW evidenced its usual top-flight sales promotional job in winning first place in that category. The station's merchandising methods have become a by-word in the industry. Again this year they proved the plus ultra in the field thru maximum use of 20 full-time employees in a department devoted entirely to grocery, drug and special merchandising."

SECOND PLACE IN PUBLIC SERVICE PROMOTION:

"WLW won second place for *pubserv* work in giving 1,100 free broadcast hours to worthy causes. Potent publicity, advertising and promotion was given these shows, on a par with regular commercial broadcasts."

WLW

THE NATION'S MOST [illegible]-ABLE STATION

Crosley Broadcasting Corporation

PS. Thanks, too, to the City College of New York and its panel of prominent trade paper editors, for selecting WLW for an Honorable Mention for "unusually effective all-over station promotion" in the National Radio Television Awards for 1948.

It's a MAGNET

for Customers

ALL OVER New England

To put pulling power into your New England radio coverage, you need enough stations to reach and draw from 24 markets in six states.

Actually, for you, this involves one choice. You select the Yankee Network. Yankee does the rest.

Yankee established the pattern long ago — the simple and obvious method . . . a Yankee home-town station in each market to assure complete acceptance and thorough penetration of the entire trading area.

That is what you get — 24 Yankee home-town stations carrying the best possible endorsement — acceptance and use by local merchants whose customers listen daily to Yankee and Mutual programs.

It's coverage that actually covers. It's the Yankee way and the better way to sell New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

IF MUTUAL board and Frank K. White come to terms on network presidency April 8, it's expected to be for long haul. Based on past performances which have won him wide acclaim, it's expected Mr. White would move slowly on reorganization, first sizing up present personnel. He would join Mutual with blessing of CBS President William S. Paley, who transferred him from vice presidency and treasurership of network to presidency of Columbia Recording year ago.

COMPLAINTS continue to flow into FCC from listeners in Mexican border areas of California and Texas charging fraud, misrepresentation and deception in Mexican broadcasts high-pressuring mail-order sales. Since many of these promoters use U. S. mailing addresses, authorities think postal fraud statutes offer best approach to air-cleansing.

LEGISLATION to remove tax on colored margarine contains sleeper which might block national advertising of margarine and building up of brand names.

DATE of moving balance of Pillsbury accounts from McCann-Erickson to Leo Burnett Co. still uncertain but expected to be soon. Two Burnett account executives, Joseph Greeley and John Willem [CLOSED CIRCUIT, March 28] will be in charge of business for Minneapolis firm.

STATION relations departments of major networks are working overtime warding off heavy siege of applications from smaller stations for affiliations. Shifting of top-rated programs, plus personnel realignment, believed primary factors, along with curtailment of operations of one or two state networks.

ALTHOUGH NBC spokesman refused to confirm, reports persists that I. E. Showerman, NBC vice president in charge of midwestern operations, will become vice president in charge of television sales, headquartering in New York.

APROPOS NBC top echelon, it's reported that Ken Dyke, administrative vice president in charge of programs, may leave to accept another post among several under consideration. If Showerman transfer (see above) is consummated, it's possible that Gen. Dyke will succeed him in Chicago vice presidency.

CAPITAL gains deal of NBC with *Fibber McGee & Molly* has been presented to the Revenue Bureau in Washington for approval. Loyd Wight, Hollywood attorney who represented several other stars in CBS deals, presented case to Bureau. Decision expected momentarily.

NAB MEMBERS and officials who fathered Standards of Practice are on tenterhooks until final ballots are counted this week on pending by-laws amendment. Deadline for ballot mail-

(Continued on page 110)

Upcoming

April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffilliated stations conference; 11-13, Management sessions).
April 10: ABC Stations Advisory Committee, Ambassador East Hotel, Chicago.
April 10: CBS affiliates meeting, Ambassador East Hotel, Chicago.
April 10: MBS affiliates meeting, Stevens Hotel, Chicago.

(Other Upcomings on page 109)

Bulletins

ADVANCE registrations for NAB Management Conference April 11-13 at 1,000 mark Friday, according to NAB convention headquarters at Stevens Hotel, Chicago. C. E. Arney Jr., secretary-treasurer, indicated original estimate of 1,500 registered delegates at management session and 500 at April 6-9 Engineering Conference may be passed. Over 200 already registered for April 10 meeting of independents.

NEW rate card, No. 33, issued by NBC. Card first since 1946, contains some rate increases for individual stations which improved facilities but no general increase in network rates. Typical time rate for hour evening time on "a complete" NBC network in U. S. after discounts set at $20,341.

U. S. SUPREME COURT asked to review FCC decision denying license renewal of WJBW New Orleans to Charles C. Carlson in petition filed with highest court by Philip M. Baker, Washington counsel. U. S. Court of Appeals upheld Commission in February [BROADCASTING, Feb. 21]. Mr. Carlson was denied renewal on grounds he repeatedly violated FCC's rules and technical standards.

JAMES C. PETRILLO signed one-year agreement Friday for AFM with television networks under which conditions of contract of last May were continued except for one-time rate. Latter, for network telecasts, raised from 75% of current AM rate to 90%; for local telecasts, up from current 66⅔% of AM rate to 80%. Only stations owned and operated by four networks covered. Independents also covered when carrying network show, otherwise locals will be required to bargain with own AFM local.

ANTI-TRUST EXTENSION

DEADLINE for filing replies to petition of 20th Century-Fox for prompt ruling on anti-trust issue was extended by FCC Friday to April 22. Film firm seeks quick decision on movie companies' position in radio and TV station ownership, which Commission is studying in light of Supreme Court anti-trust rulings [BROADCASTING, March 14, 21].

Business Briefly

BLOCK SPOTS ● Spot campaign to reach eventually into every radio station in country, gradually being built up by Block Drug Co., Jersey City, on behalf of Amm-I-Dent, ammoniated anti-decay tooth powder. According to Melvin A. Block, president, company's appropriation for advertising for Amm-I-Dent this year totals $2 million, $400,000 of which is to be spent on newspapers during March and April. Network radio expected to be added in fall.

KRIO TO ABC ● KRIO McAllen, Tex., to affiliate with ABC as Southwest Group member, effective July 21. Station operates full-time on 910 kc with 1000 w power. New affiliate brings network total to 272.

PHILIP MORRIS STRIP ● Philip Morris Co., through Cecil & Presbrey, New York, signed for five-a-week daytime strip on Mutual, with strong probability program will be revival of *Against the Storm*, serial which once won Peabody award.

BMB ADOPTS FORMULA

BMB board Research Committee Friday approved publication of figures showing "composition of total weekly audience" as well as total weekly audience figures in BMB Study No. 2.

KAROL TO HEAD CLUB

JOHN J. KAROL, CBS sales manager, has accepted nomination for president of New York Radio Executives Club; Gordon Mills, of Kudner Agency, nominated for vice president, and Lewis H. Avery, of Avery-Knodel, nominated for treasurer. Nominations, all for next term, tantamount to election.

WGN-TV CELEBRATION

ONLY limit to effectiveness of television is "our imagination," Frank P. Schreiber, manager of WGN-TV, *Chicago Tribune* video station, said Friday in anticipation of station's first anniversary tomorrow. Anniversary will be celebrated tomorrow night with *Club Television* salute starting at 9:15 p.m. (CST). Variety show of acrobats, singers, dancers, comedians, magicians and instrumental numbers will feature presentation.

SEN. JOHNSON URGES HIGHER FCC SALARIES

SEN. ED C. JOHNSON (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, went on record Friday endorsing higher salaries for FCC Commissioners and additional increase for FCC Chairman. He promised that "any proposal for such increases will have my warmest support."

He stated his position in a letter to Guilford Jameson, president of Federal Communications Bar Assn. FCBA had sent him a copy of its resolution calling for increase in Commissioners' pay and at least a $2,500 differential for Chairman [BROADCASTING, March 21].

Mr. HOOPER

Reports:

FOR DECEMBER AND JANUARY

K R L D

DALLAS, TEXAS

was the 2nd

HIGHEST RATED
CBS STATION

in the United States

BETWEEN 6 p.m. and 10:30 p.m.

IN THOSE CITIES WHERE
ALL FOUR NET-WORKS
WERE SURVEYED.

50,000 watts

Day and Night

●

STUDIOS
Dallas
Ft. Worth

K R L D

The **TIMES HERALD** *Station*

NUMBER ONE STATION *in the* NUMBER ONE
MARKET *of the Great* SOUTHWEST

Represented By The Branham Company

The Patroon* of the week

RUTH JOHNSON

Time Buyer,
WESTERN ADVERTISING AGENCY,
Los Angeles

In radio for over sixteen years, Miss Johnson is currently buying time both nationally and internationally for major accounts. Well known in L. A. for her pleasing personality and outstanding ability, Miss Johnson today was welcomed into the Patroons by the William G. Rambeau rep with a membership scroll and the deed to a tract of land in the heart of Patroonland.

**PATROON*
Aristocratic Landholder of the Hudson Valley

The Fact of the week

The same signal strength in Albany, Schenectady, Troy; equal mail response from all three, a transmitter in the geographical center of the three; WPTR gives more listeners per dollar in all three.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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Estelle Markowitz.

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Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

S-T-R-E-T-C-H

those Dollars in Chicago!

See actual proof below that WGN covers more homes for your dollar

Taxes are UP

Prices are UP

Cost of living is UP

. . . But WGN cost per 1000 homes is DOWN

In February-March, 1946* the cost per 1000 homes reached per average quarter hour rating between 6 AM-12 midnight, based on time cost only, was $1.11.

Two years later, same months, this figure for a thousand homes reached was down to 88c. ***That's*** what you get when WGN, serving the Middlewest, is your Chicago radio station.

NOTE: More about more for your money in succeeding ads

*Nielsen Radio Index

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"Any advertiser can and most advertisers should use **SPOT RADIO"**

Put on your old Blue Bonnet
With the Margarine upon it
And we'll hitch Spot Radio to the shay
We'll make sales all over
And we'll be in clover—

which is considerably more than can be said for less far-sighted advertisers who have not been awakened to the tremendous selling force of the powerful Spot medium.

MILLIONS of housewives remember that the letters F.N.E. mean—

"Flavor,
Nutrition,
E-con-omee."

Surely it is not asking too much for **you** to remember that "Any advertiser can—and most advertisers should—use Spot Radio."

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA — WSB-TV
BALTIMORE — WBAL-TV
BOSTON — WNAC-TV
BUFFALO — WBEN-TV
LOS ANGELES — KFI-TV
MILWAUKEE — WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

• Announcing the opening of our Dallas office, M & W Tower Building, 311 So. Akard Street •

WMT plows fertile ground in Oasis (IOWA)

You gotta look fast when you pass Oasis. It's small . . . and it sort of blends into the rest of Iowa, which is all oasis anyway. But don't let anyone throw sand in your eyes about the importance of Oasis as a market for your goods. When the Oases of WMTland put their collective purchasing power together, the aggregate is fertile ground indeed.

There are 1,121,782 people within WMT's 2.5 mv line—well-heeled citizens whose standard of living is high, whose income is high—and whose affection for WMT stretches from day to night and back again. Tell your sales story to this loyal audience on Eastern Iowa's exclusive CBS outlet—WMT. Ask the Katz man for full details.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Agencies

JOHN R. ALLEN joins Grant Adv., New York, as vice president in charge of television. He was formerly head of his own television consultant concern, John R. Allen Assoc., and radio and television director of Marschalk & Pratt, New York.

JANET KERN, former radio and TV director of *Dr. I. Q. Jr.* show for Grant Adv., Chicago, joins creative staff of Henri, Hurst & McDonald, same city.

Miss Kern

WILLIAM J. SUTTON, art director of Hixson-O'Donnell, New York, elected vice president and director.

WILLIAM WHITE, former timebuyer at Benton & Bowles, New York, joins Pedlar & Ryan, New York, in same capacity, effective today (April 4). Mr. White replaces **JOHN J. McSWEENY,** who joins WMAC New York, as account executive.

C. J. LA ROCHE & Co., New York, announced four changes in executive personnel. Those appointed were: **ROBERT R. FERRY,** formerly executive assistant to president, to vice president in charge of contact department; **JOHN F. REEDER,** vice president, to general manager; **D. E. ROBINSON,** vice president in charge of research, also to be vice president in charge of media and merchandising departments, and **OTIS WINEGAR,** former copy chief of the agency's Chicago branch, to vice president.

SHAPPE-WILKES Inc., New York, announces addition of radio and television department to its organization. **ROBERT KIRSCHBAUM,** former continuity director for WLIB New York, appointed to head new department's production, and **PATRICIA STEVENS,** formerly with International Broadcasting Corp., New York packaging firm, appointed to direct radio and television sales.

VINCENT P. CONROY appointed vice president of John A. Cairns & Co., New York. He will continue to act as executive assistant to **JOHN A. CAIRNS,** president.

ALFRED V. HANSEN and **CHARLES L. HUTCHINGS** join copy staff of Erwin, Wasey & Co., Los Angeles. Mr. Hansen was formerly copy chief for C. J. La Roche & Co.; Mr. Hutchings was formerly with Brisacher, Wheeler & Staff, both of Los Angeles.

LLOYD MINER, formerly radio director of Lewis Edwin Ryan, Washington agency, joins Steller-Miller-Lester Inc., Los Angeles, in same capacity.

NORMAN B. MOELLER resigned effective April 1 as vice president of Glenn Adv., Los Angeles, to open own agency. New agency, under name of Norman B. Moeller Co., will be located in former offices of Glenn Adv. at 1680 N. Vine. Telephone: Hillside 8379. Glenn moves to 5450 Harold Way, that city.

DON UNDERWOOD, formerly chief of Washington bureau of Indianapolis (Ind.) *News,* joins Bozell & Jacobs as head of agency's new Washington office. Other personnel changes include: **J. M. MOORHEAD,** manager new Rio de Janeiro office; **CHARLES ROBBIN,** news director; **MARTIN K. SPECKTER,** former manager of agency's Louisville office, now director of media and merchandising; **GEORGE W. GARVIN,** account executive, and **VINCENT R. FOWLER,** formerly with agency's home office in Omaha, Neb., now copy director.

HENRY B. LENT, copywriter at Young & Rubicam, New York, promoted to copy supervisor.

HARRY R. SANDERS, formerly with Wallachs, New York, joins Hirshon-Garfield Inc., New York, as account executive.

HENRI MOSSINGER joins Paul Smith Adv., New York, as controller and media director.

JOHN T. GOERY Jr., formerly with Foote, Cone & Belding, New York, joins creative staff of Robert W. Orr & Assoc., New York.

THOMAS G. JOHNSTON elected vice president of Hewitt, Ogilvy, Benson & Mather Inc., New York and London. Mr. Johnson was formerly with McCann-Erickson.

CATHY MORGAN, former continuity director at WBKB (TV) Chicago, joins J. Walter Thompson Co. radio and television production staff in Chicago.

(Continued on page 98)

Radiorama

YOU may not have to be crazy to be in radio, but from these samples reaching BROADCASTING, what do you think? Here Clellan Card, WCCO Minneapolis "Man On the Street," lights pipe for Mrs. Philip Sinclair, who appeared with Pat Dunleavy (1) and Mary Duggan, when Mr. Card offered free theatre tickets to first woman to appear on his program smoking a pipe. Mrs. Sinclair won.

THE SWING may be to WHB Kansas City, but it appears that Dick Smith, special events director, has gone to the dogs as he interviews a couple of contestants in Heart of America Kennel Club Dog Show.

MRS. ELMER DOWNS is sure of radio's insanity after winning services of (l to r) Eddy McKean, Hugh Harper and George DeBolt during contest on WKZO Kalamazoo's *Merrymakers* program.

DEAN Kay Kyser (l) of *College of Fun and Knowledge* decides maybe he really is "nuts" after interview with Dean Elmer Kayser of George Washington U., Washington.

WINDING up ninth week of contributions are Jim Crist (l) and brother "Creampuff," who during WFBR Baltimore morning show mentioned that they save anything, even string.

NOT so crazy is Jim Officer of KCNA Tucson, who thoroughly enjoys interview with Coleen Townsend, star of "Chicken Every Sunday," at the gala before movies' preview in Old Pueblo.

TOUCH of insanity definitely helps those connected with the *Jack Sterling Show*, on WCBS New York, Monday-Friday, 6-7:45 a.m. and Saturday, 5:45-7:45 a.m. Guests on the program are, obviously, from varied walks of life. Last Friday being April Fool's Day it seemed only natural to invite this distinguished guest, who relates to his host, Mr. Sterling (the one with the hat), an exaggerated tale of "the man who got away." The visitor was brought to the show by revenge-seeking WCBS staffers in retaliation for Mr. Sterling bragging about his piscatorial prowess.

BOB AMSBERRY, KEX Portland, Ore., m.c., feels he is developing a split personality with his two shows, *Early Bird* and *Squirrel Cage*.

A BIT of Carolina corn (squeezin's, that is) has been produced by staffers of WSJS Winston-Salem for 100th birthday of Forsyth County. Old men of the mountain down for the celebration are (l to r) Bob Wilson, promotion manager; Bob Estes, program manager; Bob Scott, sports director; Stan Conrad, *Carolina Reveille* star, and Johnny Comnas, production manager.

MISS TV, a fabulous feline, joined WLWT (TV) Cincinnati staff as chief mouser. Feeling safe with nine lives she stayed to become an air personality. Here she receives a few pointers from one of her favorite personalities, Newscaster Peter Grant. Miss TV wanders in and out of most WLWT programs, with exception of *Pointers on Pets*, which uses mice, birds, etc.

RCA Television

Television's Favorite studio camera

It delivers sharp, realistic pictures— even at ordinary light levels!

THIS IS IT! RCA's studio camera which does for indoor productions what RCA's versatile field camera equipment does for outside events! Television pictures produced with this camera are sharp and clear, contain halftone shadings needed for natural-appearing images, show detail in the highlights and shadows—all without the glare and heat formerly required in television studios.

Gone is the need for expensive, intense studio lighting. No need for oversized air-conditioning plants. You get brilliant, sharply defined pick-ups at light levels of from 100 to 200 foot candles . . . functions down to 25 foot candles.

This studio camera opens new fields of studio production. Is simple to use and requires no fussy shading adjustments. Offers higher resolution and lower noise level than the field-type, image-orthicon camera with somewhat less sensitivity which is not required in the studio. You see exactly what you are picking up on an electronic view finder at the back of the camera.

The turret-mounted lenses can be switched in a matter of seconds. Lens ranges from 35mm f/2.8 to 135mm f/3.8 cover all studio requirements. Depth of focus is such that refocusing is seldom required.

The "eye" of this camera is a studio-type, image-orthicon tube. Circuits and components used with it are similar to those in RCA's field camera. Therefore, anyone familiar with the field camera can operate or service the studio camera without special training.

The only camera connection needed for operation is a flexible, lightweight cable less than an inch in diameter. Intercommunication facilities for the operator and built-in tally lights are provided to co-ordinate all programming directions.

* * *

Here, we believe, is a real aid to versatile, low-cost studio programming . . . brighter, clearer, steadier telecasting. An early order from you will help us meet your delivery requirements. Write Dept. 19 DA

STUDIO CAMERA CONTROL—one required for each camera . . . becomes part of video console . . . permits operator to monitor and control quality of picture signal (amplifying, mixing, blanking, synchronizing, etc.).

VIDEO CONSOLE—composed of studio and film camera controls; a master monitor, and switching, lap-dissolve, and fading facilities for selecting the camera pick-up desired. "Building-block" design assures a compact, unified appearance...permits adding extra units at any time.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

Added Value

EDITOR, BROADCASTING:

Your Marketbook alone is worth the price of admission, to say nothing of the Yearbook. . . . The mag itself is a kivver to kivver catalyzer.

George Logan Price
President
George Logan Price Inc.
Los Angeles

* * *

'Cover to Cover'

EDITOR, BROADCASTING:

. . . There isn't a single copy of BROADCASTING that is not read from cover to cover by every memmer of our staff. . . . I hope that in a couple of weeks our staff will be 100% subscribers to BROADCASTING.

George A. Flowers
Managing Director
WCVA Culpeper, Va.

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

The Baseball Story

EDITOR, BROADCASTING:

This letter is by way of correcting and broadening a story carried in your March 21 issue concerning a law suit brought by WGAC against WBBQ in connection with our purchase of the Augusta Tigers baseball team.

Total settlement was $8,500, instead of the $11,500 figure as reported. The "$3,000 in checks" item is purely fictitious, as can be proved by any careful check of the terms of settlement.

WBBQ will not only broadcast all out-of-town games, as reported, but will also air all home games in addition to the entire exhibition schedule. Rights to broadcast certain major league games are also acquired.

A new corporation, in which WBBQ holds a 51% interest, has been formed to operate the ball club. The minority interest will be held by a number of leading local citizens and baseball enthusiasts.

Now that the "battle of the baseball broadcasts" has ended, WBBQ has resumed its traditional very cordial relationship with the plaintiff. All of our staff expect to be invited to WGAC's $8,000 barbecue if and when they increase power to 50 kw.

George G. Weiss
President, WBBQ Augusta
Chief Bat Boy, Augusta Tigers

* * *

Likes Telestatus

EDITOR, BROADCASTING:

My compliments to you on your "Telestatus" section. We look forward to it each week and find your reports accurate and valuable.

Norman C. Lindquist
Director of Television
Malcolm-Howard Adv.
Chicago

* * *

Suggests Canton Survey

EDITOR, BROADCASTING:

We thoroughly enjoy your "Major Markets Section" in your magazine and feel that you are performing a great service, particularly to the time buyers who are always in quest of information and figures. We don't know what your plans are for future articles but have you considered the possibility of including such markets as Canton, which are smaller in size, but comparable in importance. . . .

Julius Glass
Promotion Manager
WHBC Canton, Ohio

[Editor's Note: BROADCASTING expects to include smaller markets in its continuing series.]

* * *

Asked Listeners

EDITOR, BROADCASTING:

. . . "Favorite Program Contest," appeared in your issue of March 21 . . . stated that "A letter to each of its advertisers asking them to name their favorite WKTG . . . programs . . ." This statement is incorrect. The letter to our clients merely explained the value of the contest to them. Our *listeners* are the ones who were invited to write and tell us their favorite programs. . . .

Pratt Secrest
Comm. Mgr., WKTG
Thomasville, Ga.

Schwerin To Speak

HORACE SCHWERIN, president of Schwerin Research Corp., will address a luncheon meeting of the New York Radio Executives Club at the Roosevelt Hotel April 7. Mr. Schwerin will summarize the findings of his company in its exploration of audience reactions to various programs. Some 300,000 individual responses have been recorded by the Schwerin Corp. in the course of its work in testing programs for networks and agencies, it is reported.

Profits
are Prolific, too..
. . . when WTAR sells the Norfolk Metropolitan Market for you.

Most of the folks in Norfolk, Portsmouth, and Newport News, Virginia, listen most of the time to WTAR.

Hooper says WTAR's Share of Audience was 44.2 on weekday mornings, and 47.0 weekday afternoons. Sunday afternoon was 31.8 and daytime Saturday 31.0. In the evenings 50.2. Closest competition was never more than 22.4. (Station Audience Index, January-February, 1949.)

Mate the mighty potential of the Norfolk Metropolitan Market with WTAR's listener preference. Check the cost per listener. Easy to see why WTAR makes sales soar and profits more so. May we tell you more?

WTAR
WTAR-FM
5,000 WATTS DAY AND NIGHT
N.B.C. AFFILIATE

Nationally Represented by EDWARD PETRY & CO.

BROADCASTING
Comparative Network Program Schedule
April, 1962

Yeah, but can he lift a sales curve?

EVENIN

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Sealtest Bros. Mon. Headlines (210) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (213)	Int. Silver Co. Adventures of Ozzie & Harriet (136)	Cudahy Packing Nick Carter (463)	Dean Martin Jerry Lewis Show
6:45	"	"	"	"
7:00	Music of Today	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon S	Philip Morris Horace Heidt (182)
7:15	"	"	"	4/24 Moves to 10:30 PM
7:30	American Oil Co. Carnegie Hall (108)	Lever Bros. Amos 'n' Andy (150)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (163)
7:45	"	"	Johnny Desmond (441) 7:55-8 *	"
8:00	Old Gold Stop the Music (173)	Windsor Sam Spade (169) R	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp (171)	Frigidaire Lum 'n' Abner (164) R	Music	Henry Morgan Show
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	NBC Theatre
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (152)	Carter Products Jimmy Fidler (57)	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Don Wright Chorus S	Who Said That S
10:45	Sokolsky S		"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:29 S
6:30			"	Skelches in Melody 6:29-6:45 S
6:45		P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Co-op Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (152)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153)	Noxzema Gabriel Heatter (211)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (31)
8:00	Assn.Amer.RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	duPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Thos. J. Lipton Godfrey's Talent Scouts (156) R	Trimount Sherlock Holmes (230)	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	" *	"
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (153)	TBA	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	Child's World	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	String Ensemble		" *	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (153)	Universal Car-loading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (161)	Mutual Concert S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:29 S
6:30	"			Skelches in Melody 6:29-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (32)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (140)
7:30	Pepsi-Cola Counter-Spy (256)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (26)
8:00	Youth Asks the Goverament S	Sterling Drug Mystery Theater (149) R	Gregory Hood S	Philip Morris This Your Life (144) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P 'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45	"	"	" *	"
9:00		Gulf Oil We the People (121)	John Steele, Adventurer	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich S	Air Force Hour	Johnson Wax Fibber McGee & Molly (165)
9:45	Rex Maupin's Orchestra	"	" *	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Kora'l-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family S	Mr. and & JANE S	Orchestra S	Brown & W'mson PeopleAreFunny (183)
10:45	C. of C. Let Freedom Ring		"	"

WEDNESDA

	ABC	CBS	MB
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat Kid S
6:15	"	You And — S	"
6:30	"		"
6:45	"	P & G Ivory L. Thomas (78) R	"
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Le (291
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner S
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Sc Gabriel (92
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk C Inside S (101
8:00	Old Gold Orgnl. Amateur Hour (173)	Sterling Mr. Chameleon (138)	Can You This
8:15	"		"
8:30		Chesbrough Dr. Christian (157) R	Scatter Baines
8:45	"	"	"
9:00	Texaco Co. Texaco Star Theatre (280)	Borden Co Comedy Hour (146)	TBA
9:15	"	"	"
9:30	Elgin American Groucho Marx Show (134)	TBA	Family Th S
9:45	"	"	" *
10:00	Philco Corp. Philco Radio Time (267)	Beat the Clock S	Comed Playhous
10:15	"	"	"
10:30	General Foods Meredith Willson (141)	Capitol Cmk Revue S	Mutual C S
10:45	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Mutual Chamber Music Ensemble S	Bach Aria Group S
9:45		Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (59)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quarte S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Morning Serenade S
11:15	"	Newsmakers S		"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Wings Over Jordan S	News 12-12:05
12:15 PM	Foreign Reporter S	"	"	Living—1949 12:05-12:30
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (364)	Eternal Light S
12:45			"	"
1:00	Almanac S	Charles Collingwood S	Piedmont Shirl Wm. L. Shirer (341)	America United S
1:15	Editor at Home S	Elmo Roper S		

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"		Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166) R	Say with Music Willard's Orch. S	P & G Road of Life (156)
10:45	Get More Out of Life, Wm. H. Wise (114)	National Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (154)
11:00	Nelson Olmstead	Liggett & Myers Arthur Godfrey (165) R	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	At Home with the Kirkwoods S	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (182)
11:30	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (137)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (65)	Doubleday's Quiz Show	R. T. Babbitt Lora Lawton (135)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Philip Morris Kate Smith Sings (219)	Music
12:30	Out of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Luncheon with Lopez
12:45	"	Whitehall Our Gal Sunday (84)		"
1:00	Co-op Bookbags (92)	P & G Big Sister (93)	Co-op Cedric Foster (128)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Co-op Happy Gan	"

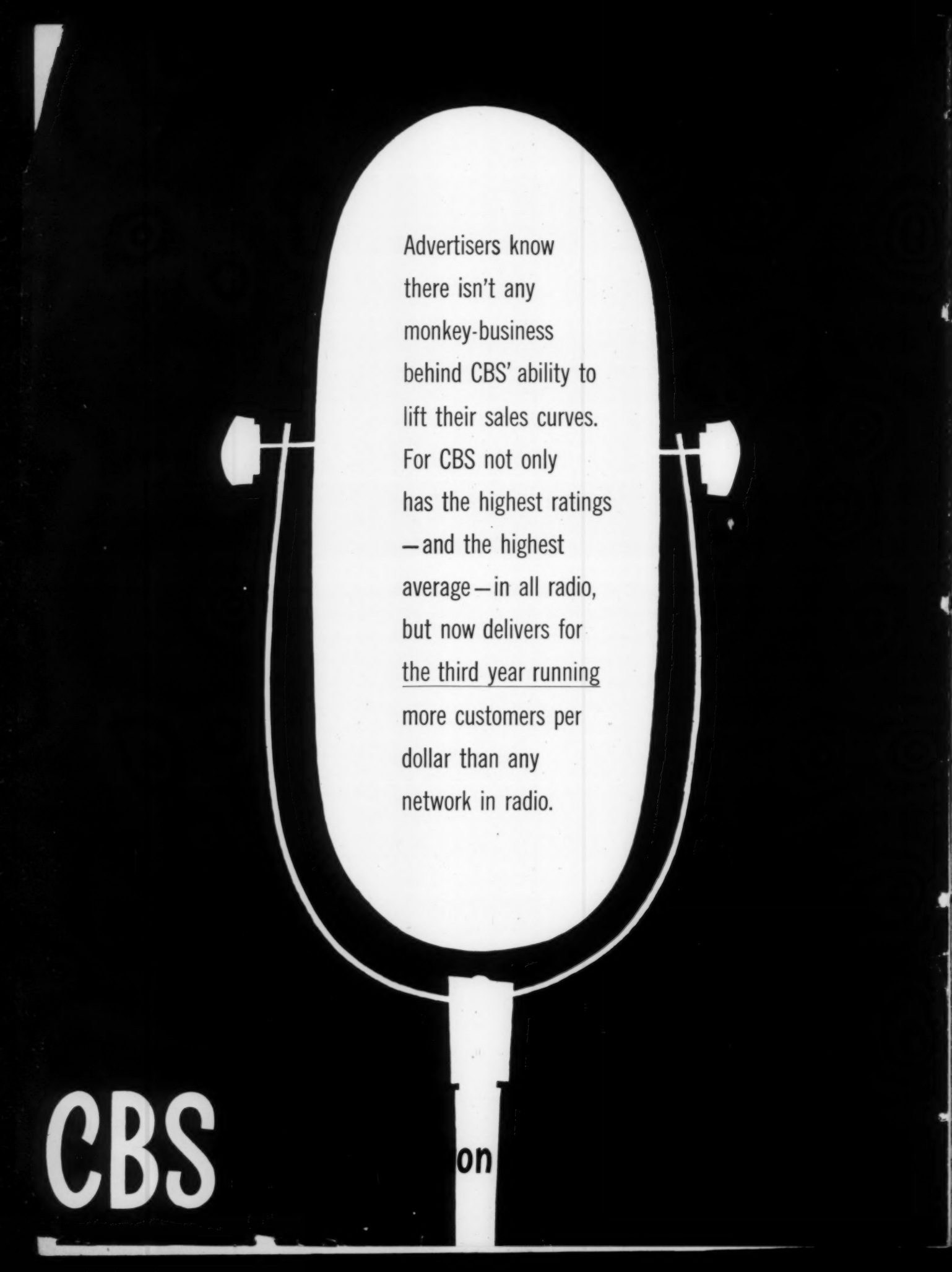
SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S		
9:30			News	Coffee in Washington S
9:45		Ferry-Morse Garden Gate (166) R	"	"
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"
10:30	TBA	Escape S	Jerry & Skye S	Pet Milk Mary Lee Taylor (148)
10:45	"	"	Albert Warner S	"
11:00	Junior Junction	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corps	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM		"	"	Public Affairs S
12:30	Navy Hour S	Pillsbury Mills Grand Con. Sta. (147)	"	Luncheon with Lopez S
12:45	"	"		"
1:00	TBA	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"			"

	ABC	CBS
1:30	National Vesper S	ill It Again S
1:45		"
2:00	Around the World (150) S	Lagines-Witt-ner, Longines Symphonette (104)
2:15	"	"
2:30	Co-op Mr. President	e Are There S
2:45	"	"
3:00	Fruehauf Trailer Harrison Wood (75)	tandard Oil (J.J.), N.Y. Philharmonic (163)
3:15	J. P. Ritter Co. Betty Clark Sings (12)	"
3:30	Dance Band S	"
3:45	"	"
4:00	Future of America S	"
4:15	Dick Todd S	
4:30	Milton Cross' Opera Album	Sway to Stars S
4:45	"	"
5:00	Sunday with You S	Lagines-Wittnauer Strollers (166)
5:15		"
5:30	Quiet Please	Broadway is My Beat S
5:45	"	"

WEDNESDAY			THURSDAY				FRIDAY				SATURDAY				
	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Jas.	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Nisan S	(Not in Service	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Nisan S	TBA	News Bancroft S	Orchestra S	Bob Warren News Summary S	6:00 PM
—	"	Clem McCarthy 6:15-6:29 S	"	You And — S	"	Clem McCarthy 6:15-6:29 S	"	You And — S	"	Clem McCarthy 6:15-6:29 S	Bible Messages	Mama From UN	"	Religion in News S	6:15
	"	Sketches in Melody 6:29-6:45 S	"		"	Sketches in Melody 6:29-6:45 S	"		"	Sketches in Melody 6:29-6:45 S	Harry Wismer S	Saturday Sports Review S	Bands For Bonds	NBC Symphony S	6:30
wary	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Communism & One World S	News Larry Lesueur S	"	"	6:45
	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53)	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R	Johnny Thompson S	Coca-Cola Spike Jones (167) R	Hawaii Calls S	"	7:00
	Dinner Date S	Miles Labs. News of World (154)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)	Co-op Elmer Davis (6)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (139)	Bert Andrews S	"	"	"	7:15
Soup	R. B. Semler Gabriel Heatter (92)	Dardanelle Trio S	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Sorulan Gabriel Heatter (221)	Echoes from the Tropics S	General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Semler Gabriel Heatter	Music For Tonight	Music S	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (145)	7:30
Soup	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (32)	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (27)	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (31)	"	"	Mel Allen S	"	7:45
	Can You Top This S	C-P-P Co. Blondie (155)	Co-op Abbott & Costello (29)	P & G FBI in Peace & War (149) R	Ed Wilson Show	G.F.-Jello Aldrich Family (149)	Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Experience Speaks. S	Cities Service Bands of Ameri. (81)	Starring Kay Starr S	Wrigley Gene Autry (165)	Ransom Mokel 20 Questions (501)	Anacin Hollywood Star Theatre (53)	8:00
	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
ough	Scattergood Baines S	Kraft Foods Co. Gt. Gildersleeve (151)	U. S. Army Theatre U. S. A	Whitehall Mr. Keen (149) R	Western Hit Revue S	G.F.-Maxwell Burns & Allen (148) R	Equitable Life This Your FBI (221) R	GF-Jello My Favorite Husband (151) R	Coast Products Yours for a Song (17)	R. J. Reynolds Jimmy Durante Show (161)	Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)	8:30
	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Co. Fair	TBA	Bristol Myers Duffy's Tavern (159)	Go For The House S	Auto-Lite Suspense (169)	TBA	Kraft Foods Co. Music Hall (148)	Bristol Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	TBA	Pabst Sales Co. Eddie Cantor (145)	Chesebrough Mfg., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (161)	9:00
	"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
	Family Theatre S	Bristol Myers Dist. Attorney (140)	Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (149)	Mysterious Traveler S	Sealtest Variety Theatre (93)	Pat. C. Burns The Sheriff (191)	"	Enchanted Hour	P & G - Tide Red Skelton (151)	Pat Novak For Hire	Liggett & Myers Tales of Fatima (26)	Lambarde USA S	Col.-Palm.-Peet Judy Canova (144)	9:30
	" "	"	"	"	" "	"	Ch. Spark Plug Roll Call (215)	"	" "	"	"	"	"	"	9:45
Clock	Comedy Playhouse S	Am Cig. & Cig. The Big Story (163)	Personal Autograph S	Hall Bros. Hallmark Playhouse (158)	This Is Paris	* Falstaff Reynolds Screen Guild Theatre (162)	Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	P & G Life of Riley (139)	Phillips Petrol. Nat. Barn Dance (88) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peet Dennis Day (144)	10:00
	"	"	"	"	"	"	Cavalcade of Sports (254)	"	"	"	"	"	"	"	10:15
Clock	Mutual Concert S	Mars Candy Curtain Time (145)	We Care S	Campana Sales First Nighter (137)	The Windy City S	General Electric Fred Waring (163)	"	Yours Truly, Johnny Dollar S	Mutual Concert S	Col.-Palm.-Peet Sports Newsreel (139)	Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (159)	10:30
	"	"	Harrison Wood	"	"	"	"	"	"	Pro & Con S	"		"	"	10:45

SUNDAY			MONDAY - FRIDAY				SATURDAY			
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Sell It Again S	American Bird Prod., Warblers (12)	University of Chicago, Round Table S	(Not in Service)	P & G Dr. Malone (82)	Co-op Happy Gang	Co-op Rbt. McCormick S	American Farmer S	Toni Co. Give and Take (149)	Symphony for Youth - S	R.F.D. America
"	Mutual Music Box	"	Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Cbd. Jamboree (202)	Here's Jack Kilty	"	"	"	"
Longines-Wittnauer, Longines Symphonette (184)	Dr. Frank Simon Band	United States in World Affairs 3/29-5/8	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (68)	Pa. Marris (237) Miles Lab. (424) Int. Milling (120) Miami M. (234)	Campbell Soup Double or Nothing (131)	101 Ranch Boys	Wm. Wise Handy Man (58)	"	Musicana S
"	"	"	"	P & G Perry Mason (112)	Queen for Day "	"	"	Wm. Wise Most of Life (56)	"	"
We Are There S	Co-op Bill Cunningham (210)	NBC University Theatre S	Sterling Drug Bride & Groom (291) R	Toni Co. Nora Drake (150)	Anniversary Club	General Mills Today's Children (137)	Fascinating Rhythm	Columbia Country Journal S	MacAlester Choir S	Ed. Tomlinson S
"	Veteran Wants to Know S	"	"	P & G What Makes You Tick (82)	"	General Mills Light of World (67)	"	"	"	Report on Europe S
Standard Oil (N.J.), N.Y. Philharmonic (163)	Micheal O'Duffy	"	Quaker Oats Ladies be Seated (295) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (151)	Sweet and Hot Club	Report From Overseas S	Poole's Paradise	Pioneers of Music
"	"	"	Toni Co. Ladies be Seated (292) R	Miles Labs. Hilltop House (128)	"	P & G Ma Perkins (147)		Adv. in Science S	"	"
"	General Foods Juvenile Jury (218)		General Electric House Party (272)	Robt. Q. Lewis Show S	USM Band (M) Georgia J'mb'ree (TWT), USN (F)	P & G Pepper Young (153)	"	Cross Section U. S. A. S	Sports Parade	"
"	"		"	"	"	P & G Right to Happiness (151)	"	"	"	"
"	General Foods House Mystery (478)	Miles Labs. Quiz Kid. (159)	Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (148)	Tom Glazer's Ballad Box	Texas Rangers S	TBA	Your Health Today S
	"	"	"	" "	Co-op Johnson Family Scribner (19	Sterling Drug Stella Dallas (148)	Horse Racing	"		Bits of Hits S
Away to Stars S	Williams. Candy True Detective (500)	News with Bob Trout S 4:30-4:35	Co-op Ethel & Albert (51)	Lever, Rayve Winner Take All (167)	Miscellaneous Programs S	Sterling Drug Lorenzo Jones (148)	United Nations Program	Saturday at The Chase S	Harrington S	Adventures of Frank Merriwell S
"	"	Jane Pickens Show 4:35-5:00	Eleanor & Anna	Beat the Clock S	Two-ton Baker S	Sterling Drug Y. Widder Brown (148)	"	"	First Church Christ. Scientist	"
Longines-Wittnauer Stargazers (166)	DL&W Coal The Shadow (37)	RCA Victor Show (165)	Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)	Tea and Crumpets	Philadelphia Orchestra S	Russ Hodges' Quiz Show S	J. Marroll Lassie Show (163)
"	"	"	" "	"	Superman (M-W-F)	General Foods Portia Faces Life (89)	"	"	"	Wormwood Forest S
Broadway is My Beat S	Holbrook Walsh Quick As A Flash (421)	Int'l Harvester Harvest of Stars (165)	General Mill. Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (59)	"	"	Sherwell Mfg. True or False (487)	TBA
"	"	"	Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (140) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Far'l (56)	"	"	"	"


Advertisers know
there isn't any
monkey-business
behind CBS' ability to
lift their sales curves.
For CBS not only
has the highest ratings
—and the highest
average—in all radio,
but now delivers for
the third year running
more customers per
dollar than any
network in radio.
CBS
on

New Business

FORD DEALERS to sponsor *Through the Crystal Ball*, Mondays, 9-9:30 p.m., on 24 CBS-TV stations, effective April 18. Program will be telecast every week with exception of May 16 and June 13, when *Ford Theatre* will be viewed before leaving for summer hiatus. Jimmy Savo will act as regular host, and program will use different choreographer each week. Agency: J. Walter Thompson Co., New York.

EMERSON RADIO & PHONOGRAPH Corp., New York, appoints Foote, Cone & Belding, same city, to handle advertising. Television, and possibly radio, will be used. **GEORGE WOLFE** is account executive.

GENERAL MILLS Inc., Minneapolis, through Knox Reeves Adv., Minneapolis, buys special one-time show, *Welcome Back, Baseball*, on CBS Sunday, April 17, 10-11 p.m. Program will feature number of stars including Bing Crosby and his four sons as well as sports celebrities to welcome 1949 baseball season which officially opens two days after broadcast.

JOSELLI SUITS Inc., New York (women's suits), appoints Dorland Inc., New York, to handle advertising. **ROBERT WEILL** is account executive. Radio, and possibly television, will be used.

MODERN HANDCRAFT, Kansas City, Mo., planning national spot campaign to begin in September. Agency: E. H. Brown Adv., Chicago.

FIVE-DAY LABS., Chicago (Five-Day deodorant and anti-perspirant), contemplating use of spot radio in major national markets after completion of area tests by Weiss & Geller, Chicago. New schedule would begin in June after expiration of current campaign April 24. **IRVING AUSPITZ**, agency executive vice president, supervises account.

CALIFORNIA SPORTSMEN'S Shows Inc., for promotion of annual Sportsmen's Show in Gilmore Stadium April 14 through April 24, starts 16 day spot campaign April 8 on approximately ten Los Angeles area stations. Spots to total about 25 daily. Agency: Ted H. Factor, Los Angeles.

DUNN'S RESTAURANT, New York, appoints Altomari Adv., same city, to handle its *Dinner at Dunn's* program, Wednesday, 7:30-8 p.m. on WMCA New York. **LEONARD S. MORVAY Jr.**, is account executive.

SUNSET APPLIANCE STORES, New York, sponsoring Tuesday night wrestling from New York's Eastern Parkway Arena on WPIX (TV) New York, on initial four week contract. New contract follows firm's sponsorship of New York Rover hockey games from Madison Square Garden. Contract placed direct.

BARBARA ANN BAKING Co., Hollywood, sponsoring *Hopalong Cassidy*, Sundays, 6 p.m. on KTLA (TV) Hollywood. Company is said to be first bakery concern on West Coast to sponsor full hour TV show. Agency: Scholts Adv. Service, Los Angeles.

CATHOLIC CHARITIES of New York, employing television for first time in this year's annual appeal for funds, placed series of 17 one minute spots on all New York TV stations.

SWEETS Co. of America, through Mosell & Eisen, New York, today (April 4) begins spot campaign on behalf of Tootsie Rolls, Tootsie Pops and Tootsie Coconut Fudge, on between 60 and 65 stations in approximately 35 cities. Contracts are for 13 weeks. Spots are produced by Basch Radio & Television Productions, New York.

BARNEY'S (clothes), New York, through Emil Mogul Co., New York, will use 70 one-minute film spots on WPIX (TV) New York, preceding warm-up time of the New York Giants baseball games. Also to use 36 similar spots before and after telecasts of the New York Yankee games on WABD(TV) New York.

SAN-NAP-PAK Mfg. Co., New York (Doeskin Tissues), to sponsor *Jack Eigen Show*, Thursdays, 7:45-8 p.m. on WABD(TV) New York effective April 7. Agency: Federal Adv., New York.

WELSH GRAPE JUICE CO., Westfield, N. Y., appoints Lennen & Mitchell, New York, to handle advertising. Radio and television being considered.

VALLEY FORGE DISTRIBUTING Co., Washington (Valley Forge beer, Rams Head ale), today (April 4), begins sponsorship of sports review program with Bob Wolff on WTTG (TV) Washington. Show is aired Mon.-Fri., 6:45-7 p.m. Agency: Lawrence I. Everling Inc., Philadelphia.

EDWIN PIERCE SCHOOL of Ballroom Dancing, New York, sponsoring *Celebrity Club* and *Teentime* on WGYN (FM) New York. Business placed direct.

(Continued on page 61)

LISTENERS' REQUESTS KEEP THIS PROGRAM ON THE AIR

2800 Letters Protest Cancellation

The item below, reprinted from a San Francisco newspaper, tells the eighth in a series of equally remarkable stories from Ogden and Salt Lake City, Utah,—Cedar Rapids, Iowa, —Danville and Bloomington, Illinois,—Chattanooga, Tennessee, and Kansas City, Missouri. Here are facts of special interest to all advertising and radio station executives.

DR. GEORGE W. CRANE, Psychologist retained on KQW at 5:15, Monday through Friday, by listeners' requests.

Highlights—Sidelights

"Any of a number of inferences might be drawn from the flood of listener protests that inundated KQW offices on announcement that "Dr. Crane, Psychologist" was to be removed from the daily program schedule. The most obvious would be that listeners in the area take their radio seriously enough to write letters about it. Another might be that sponsors are willing to pay for programs for which they are assured a sizable listening audience.

"The latter conjecture has proved true. Dr. Crane is still on the air at the same time—5:15 p.m. Monday through Friday—with a sponsor to pay for his time and counsel. Some 2800 letters, arriving during a two-week period, convinced the sponsor that it would be a good investment to buy Dr. Crane.

"Still another inference from the mail response might be that listeners are hungry for something besides jazz, soap operas, silly young men interviewing elderly matrons on how they met their husbands, and the dubious satisfaction of listening while someone in the studio audience wins a piano for guessing that Columbus's first name was Christopher.

"Dr. Crane apparently has something to offer in the way of mass guidance in ethical, psychological or even religious problems. But about his qualifications later. We can't confess to being a Dr. Crane fan, his program time not meeting our listening routine, but he must have something substantially more intriguing to the mind than his question-and-answer column in a daily of the area to gather 2800 letters. The total indicates many times that number of listeners who did not write.

"Perhaps it takes just such a sudden revelation as those letters to convince the wiseacres of radio that people are not concerned primarily and all day long with being entertained. A bit of substantial reflection on man and his ways is essential to civilized society, and neither comedy nor tragedy, nor romance, nor mystery dramas, nor music will take its place.

"Dr. Crane's academic background should qualify him for the role he has essayed in radio. The name is not fictitious. He is Dr. George W. Crane, and he includes M.D. and Ph.D among the five academic degrees he earned at Northwestern from 1922 to 1935.

"Dr. Crane has taught applied psychology at Northwestern and George Washington University. He is a members of the American Medical Association and the American Psychological Association. His "Psychology Applied", used as a standard text in some 300 colleges or universities, is now in its eleventh printing."

MAIL COUPON BELOW FOR FULL INFORMATION

Or Phone While in Chicago—AN 3-2833

HOPKINS SYNDICATE, INC., 11 S. LA SALLE, CHICAGO 3, ILL.

HOPKINS SYNDICATE, INC., 11 S. LA SALLE, CHICAGO 3, ILL.

Rush full information about Dr. Crane's programs.

Firm Name .....

Nature of Business .....

Address .....

City and Zone ..... State .....

This
Joe Kaufman

summer, net a fortune!

TAKE 13 WEEKS WITH PAY...ON WCCO

It's easy to bag big profits in the Summertime in WCCO territory. For Northwest retail sales soar just about as high during June, July and August as they do in any other season. More than $699,000,000!

And no wonder. During the 13 Summer weeks, WCCO's 308,417 farm families harvest more than $865,000,000 in cash. What's more, more than two million vacationists add more than $200,000,000 in "good-time" money to the regular spending of year-round residents.

That's why 48 major non-network sponsors (30% more than the year before) stayed on WCCO all year 'round last year. *Without a Summer hiatus.*

They know, too, that 50,000-watt WCCO delivers the biggest share of the Northwest audience. In the Twin Cities, for example, WCCO delivers an average daytime Summer Hooper of 6.0...a 58% bigger average audience than any other Twin Cities station! And *all cash customers!*

Make your reservations now with us or Radio Sales... for 13 wonderful weeks with pay on WCCO. And net a fortune.

All source material available on request.

WCCO *Minneapolis-St. Paul*

Represented by **RADIO SALES**

DETROIT PUBLIC LIBRARY

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

One of the window displays built around Vickie, "The WIRL-Girl."

* * *

"THE PUBLIC Loves Me" was called in as a substitute for the more usual "I Love Me" campaign when WIRL Peoria, Ill., 5 kw basic ABC outlet, celebrated its first anniversary on the air.

Robert B. Jones Jr., general manager, arrived at the happy medium of letting listeners as well as the station staff thump WIRL's back. After an extensive search, he found Vickie, "The WIRL-Girl," born on the same day as the station in 1948.

Because Vickie's father is a disabled veteran, able to work only on a part-time basis, Mr. Jones fostered a "Gifts for the WIRL-Girl" campaign. It resulted in hundreds

(Continued on page 103)

On All Accounts

WHEN Charles (Chuck) Lewin joined Grey Advertising Agency Inc., New York, last September, he was experiencing Grey days and Rainbow nights—playing, come curtain time, the first half of the Shears and Robust team in Broadway's hit play, "Finian's Rainbow."

Chuck came east to find rainbow's end. Born and raised in Hollywood, schooled at the U. of Arizona, Chuck started in radio writing for a local quiz show at KMTR Hollywood (now KLAC), for which he was paid by the sponsor in car-wash tickets. He had no car. Later he got a raise, consisting of free bus tickets to San Francisco, to which city he had no reason to go. Chuck turned announcer.

Renouncing announcing for a spell, radio's *factotum* turned to the production field, joining Fields Bros. Productions, Hollywood, as assistant to J. Donald Wilson, now ABC director of programs, then directing *Adventures of Dr. Fu Manchu.* From there, he headed East.

Deciding he knew too little about production, Chuck enrolled, in 1940, in the New York U. summer radio workshop, supporting himself by becoming a professional quiz-goer, which earned him $75 to $80 weekly. He celebrated each winning by calling his girl, now his wife, in California. (They now are proud parents of nine-month old Joshua Norman).

After a brief New York sojourn as production apprentice at CBS' Columbia Workshop, and assistant-without-pay to Ed Gardner, then producing and directing the Rudy Vallee show, Mr. Lewin returned to the West Coast, where he became chief announcer for the KMTR radio newsreel. From that job he was fired for talking too much. He freely admits that when he was sent out to interview Franklin D. Roosevelt Jr., he talked 13 minutes out of the 15 allotted for the program, while Mr. Roosevelt posed for news photographers.

CHUCK

After a respite of free-lancing, Chuck joined the then Blue Network in Hollywood, writing and directing. Working on the *Break-*

(Continued on page 104)

Hooper* Says:

WSJS STAYS ON TOP!

• Morning
• Afternoon
• Evening

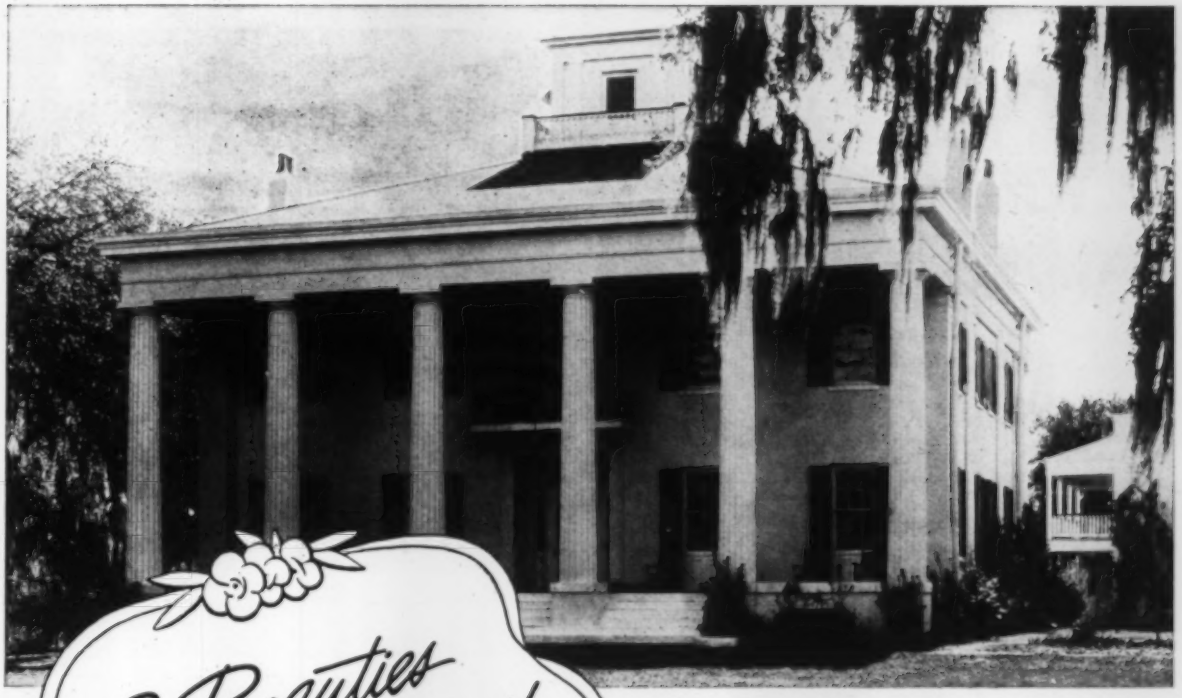
*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

NO. 1 MARKET IN THE SOUTH'S NO. 1 STATE

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

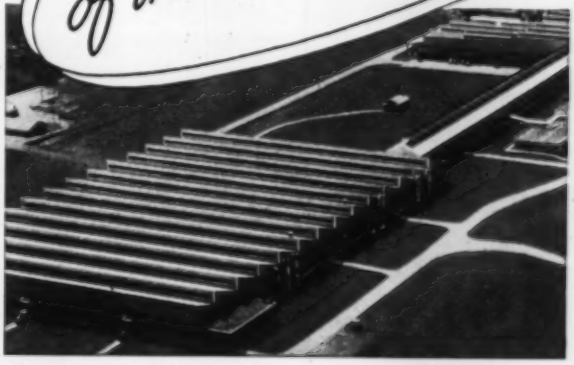
NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY



3 Beauties of the Deep South

1. D'EVEREAUX, Natchez, Mississippi — a superb example of Grecian architectural influence in the Deep South. Great trees and elaborate landscaping provide a perfect setting for this temple-like mansion.

Photo from the national best seller, "Natchez on the Mississippi," by Harnett T. Kane of New Orleans.



2. JOHNS-MANVILLE PLANT, Natchez. Now at peak capacity, producing 125 million sq. ft. of insulating board annually. Wood pulp industries add $229,000,000 to Deep South wealth each year. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

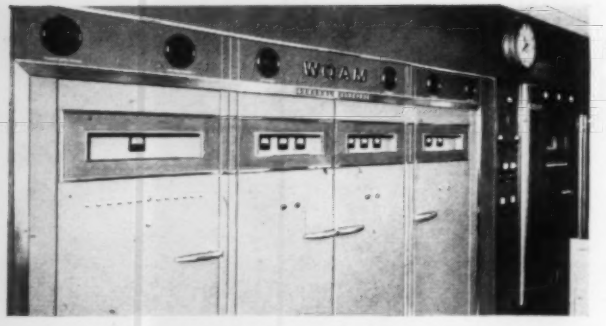
Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

One dozen reasons

why you can depend on this General Electric

5-KW AM TRANSMITTER



WQAM—MIAMI—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 5 kw AM transmitter. (left), Monitor rack, G-E 10 kw FM transmitter (background).

WDAE—TAMPA—Owned and operated by the Tampa Daily Times, the city's oldest station has been on the air since 1922. In recent complete modernization program, WDAE officials selected the General Electric 5 kw AM transmitter (above).

WNAX—YANKTON—A Cowles station, on the air since 1926. This South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.

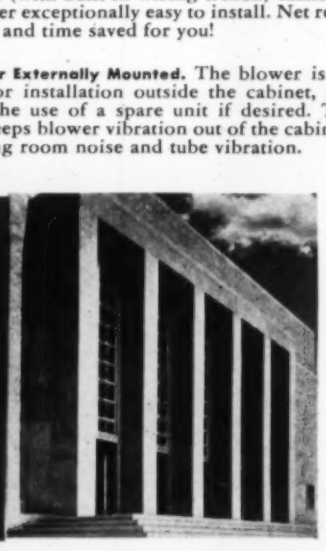
1 Spare Tube Switching. A distinctively *new* feature! To minimize time off the air, front-of-panel controls switch spare PA and modulator tubes into the circuit in a matter of seconds.

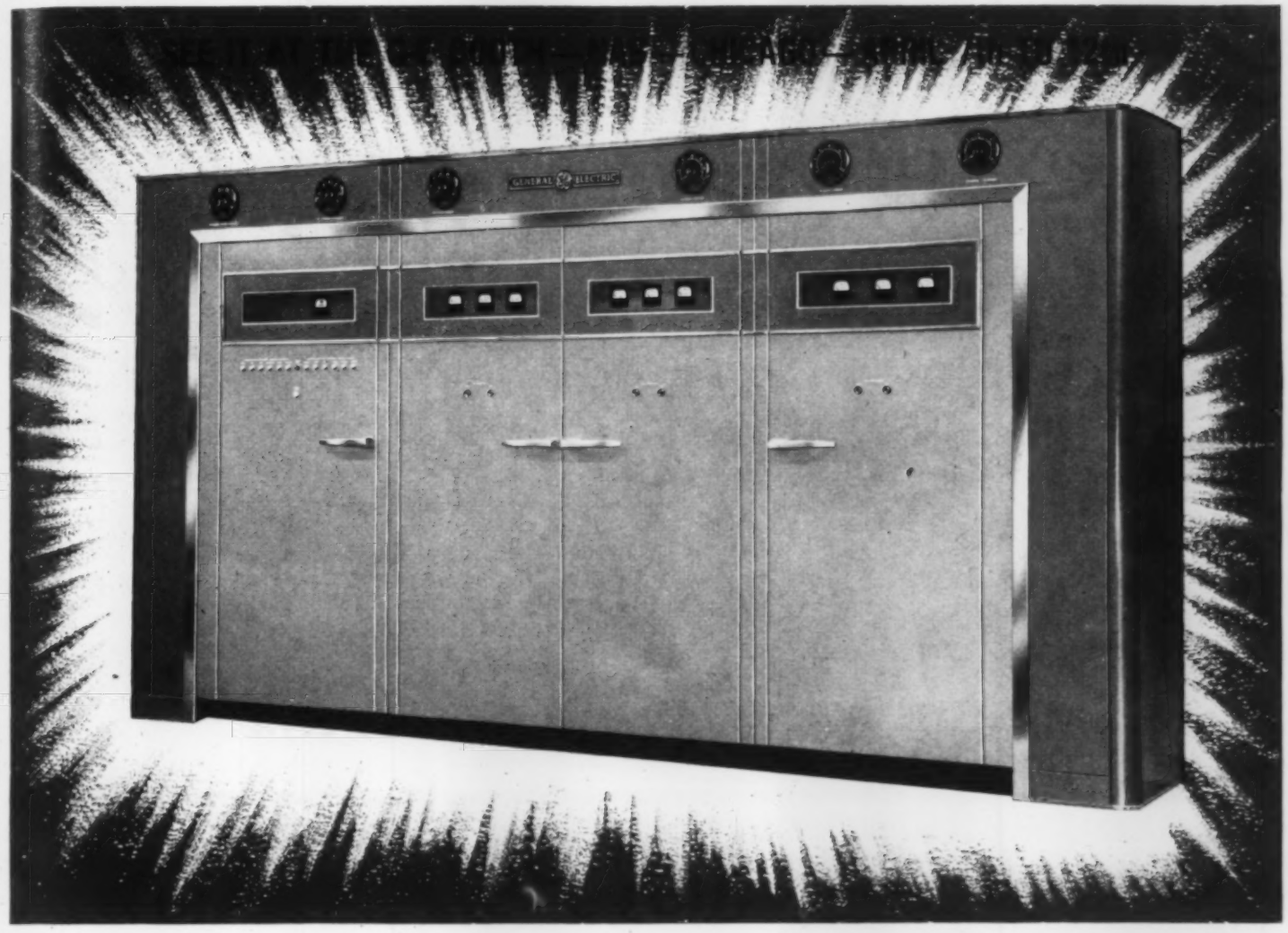
2 Variable Loading. To maintain output power within FCC tolerances despite changes in line voltage or load conditions, variable pressurized-nitrogen capacitors are used with front-of-panel controls. These capacitors—both for PA tank tuning and for output loading—assure maximum reliability and flexibility of operation.

3 Low Installation Cost. Each transmitter is assembled and tested in the factory and therefore requires a minimum of reassembly and circuit-checking at installation. Cubicle construction and steel base (with built-in wiring trench) make this transmitter exceptionally easy to install. Net result—money and time saved for you!

4 Blower Externally Mounted. The blower is designed for installation outside the cabinet, permitting the use of a spare unit if desired. This system keeps blower vibration out of the cabinets, decreasing room noise and tube vibration.

PERFORMANCE-ENGINEERED at Electronics Park





5 **Comprehensive Supervisory Control Circuit.** Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features—automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

6 **Carrier Trip Circuit.** A built-in trip circuit minimizes outages and helps protect equipment in the event of an arc-over caused by lightning.

7 **Improved Crystal Oscillator Circuit.** This frequency control circuit is exceptionally stable. Spare crystal can be switched and crystal frequency trimmed at any time—even when the transmitter is on the air.

8 **Double Safety.** Automatic mechanical grounding switches *plus* door interlocks assure maximum safety to operating personnel. The use of cubicle type construction permits the "island installation" you have always wanted. The area behind this transmitter is safely accessible during operation.

9 **Day-Night Power Reduction.** Power can be reduced to 1 kw at the flick of a switch!

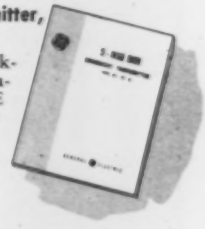
10 **Long-Scale Meters.** 240 degrees long—they give *better* reading accuracy. Your engineer will find them easy to read from his console position.

11 **Front-of-Panel Tuning Controls.** On low power stages as well as high power, these controls assure proper tuning adjustment for full output and long tube life.

12 **Easy Conversion to Higher Power.** This G-E transmitter can be modified readily for 10 kw operation when desired.

Before you select any transmitter, get this bulletin FREE

Yours for the asking—a booklet giving complete specifications and features of the G-E 5 kw AM transmitter, Type BT-22-A. *General Electric Company, Building 3, Electronics Park, Syracuse, N.Y.*

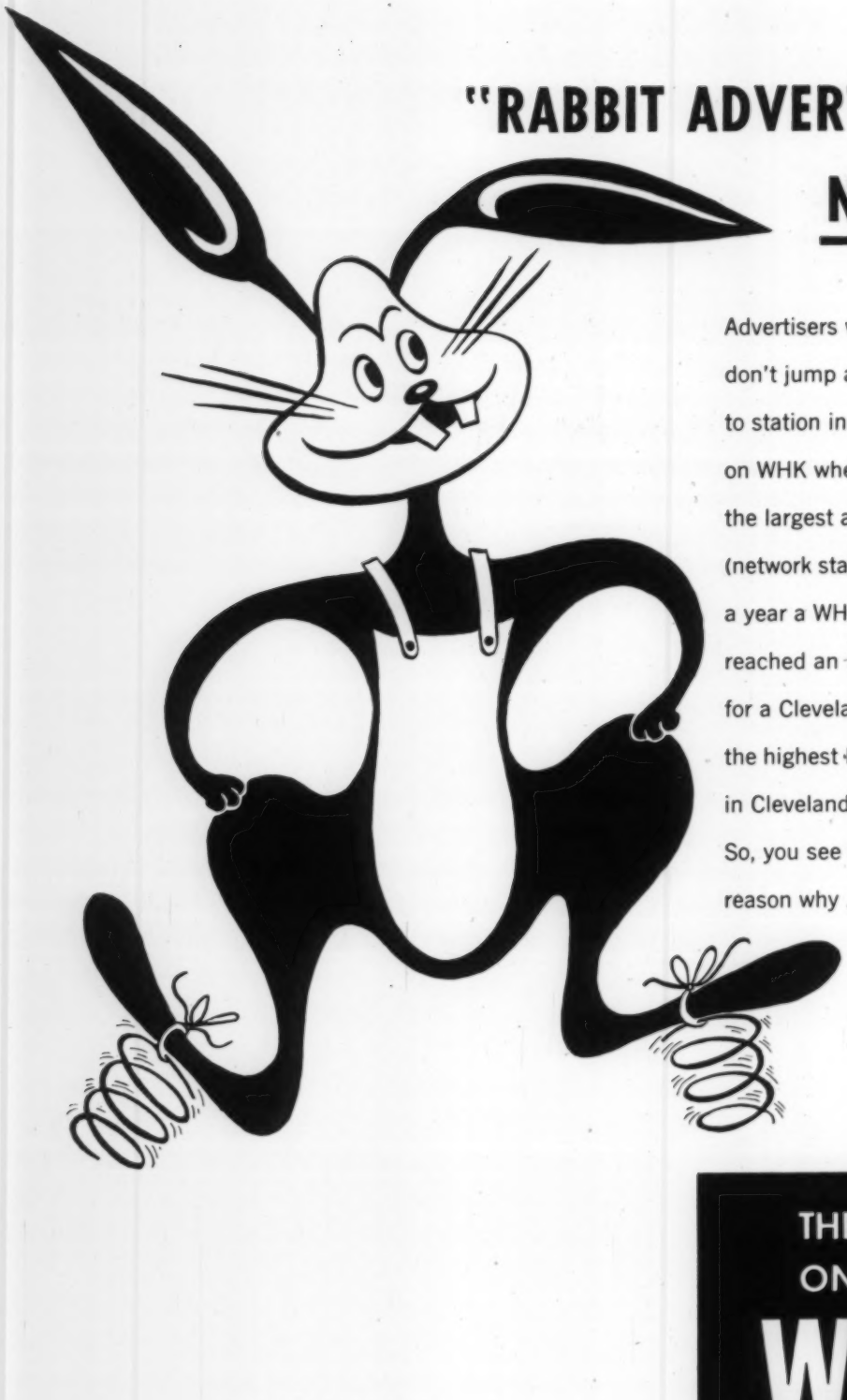


You, too, can put your confidence in—

GENERAL ELECTRIC

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representative at the General Electric office nearest you has many more facts to give you. He's at your service. Please call him.



"RABBIT ADVERTISERS"?

NO SIR!

Advertisers who want results don't jump around from station to station in Cleveland . . . they stay on WHK where they reach the largest audience at the lowest (network station) rates. In less than a year a WHK produced local show reached an 18.6 Hooper rating for a Cleveland advertiser— the highest Hooper ever attained in Cleveland by a local program. So, you see there is a reason why . . .

THEY *STAY* ON

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 14 WASHINGTON, D. C., APRIL 4, 1949 $7.00 A YEAR—25c A COPY

NAB ENGINEERING

Discussions Expected to Include NARBA

By J. FRANK BEATTY

NAB'S Third Annual Broadcast Engineering Conference opens a four-day session Wednesday morning with a program covering principal technical advances in the past year and high-spotting such topics as magnetic tape recording, atomic energy, television and use of the ultra-high frequencies *(see NAB Management Conference story page 30)*.

A new subject entered the scene at the weekend as expiration of the interim NARBA argeement complicated the already complex international situation *(see NARBA story below)*. NARBA likely will be discussed at a Wednesday meeting of the NAB Engineering Executive Committee and is expected to receive careful attention at the Saturday morning FCC-Industry Roundtable.

Last-minute change in roundtable personnel was announced. Curtis B. Plummer, chief of the FCC TV Broadcast Division, will be unable to leave the International High-Frequency Broadcast Conference at Mexico City to take part in the discussion. Hart Cowperthwaite, acting chief of the division, will fill in for Mr. Plummer.

New feature added to the program late last week was a demonstration of high-speed facsimile by Radio Inventions Inc. and Stewart-Warner Corp. The two companies will display 7-second facsimile Wednesday afternoon, using NAB President Justin Miller as the first subject. A photograph of Judge Miller will be transmitted via WMAQ-FM and received for the benefit of delegates and guests.

Registrations Mount

Arrangements for the Engineering Conference, with 500 to 600 delegates expected to attend, have been in charge of Royal V. Howard and Neal McNaughten, director and assistant director, respectively, of the NAB Engineering Dept. A week in advance of the Wednesday opening some 250 delegates had registered at NAB Washington headquarters *(see advance registration list page 24)*.

Working with Messrs. Howard and McNaughten in the planning have been members of the Engineering Executive Committee headed by Chairman A. James Ebel, WMBD Peoria, Ill., and Dr. William L. Everitt, U. of Illinois, who directed the NAB engineering meetings at Ohio State U. before the war.

Wide interest has developed in the recording situation since announcement that NAB's Recording & Reproducing Standards Committee would submit a long series of standards for final approval [BROADCASTING, March 28]. The standards will be submitted to the NAB Recording & Reproducing Standards Committee at an open meeting to be held Saturday at 3 p.m. in the Tower Room on the 25th floor of the Stevens.

Standards Approved

Already the standards have been approved by the NAB Engineering Executive Committee and the executive committee of the full recording group. The standards mark the result of years of work and large numbers of meetings and studies. They include standards based on latest magnetic recording methods, by which 10,000-cycle fidelity is obtained at the low speed rate of 7½-inches per second.

The huge display of equipment *(see exhibit story page 27)* will be opened at 9 a.m. Thursday, remaining open until 9 p.m. Similar hours prevail Friday. Saturday hours are 9 a.m. to 5 p.m.; Sunday, 10 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m.

Heavy equipment will be shown in the Exposition Hall directly beneath the Stevens lobby. Lighter equipment and allied services will be displayed on the fifth floor in sample rooms. The display is by far the largest in NAB history, according to Arthur C. Stringer, NAB staff director in charge of the show.

Among meetings scheduled during the conference is a session of NARBA Committee IA, U. S. delegation, comprising the FCC industry group. John H. DeWitt, president of WSM Nashville, is chairman. Reports will be submitted by various working groups and new developments since expiration of interim NARBA likely will be discussed.

Over half the engineering papers to be read during the conference will deal with television, though AM, FM and facsimile are tied into some of the discussion. One facsimile paper will be read. Magnetic recording will be covered at a number of points in the proceedings.

The final FCC-Industry roundtable, scheduled at 10:45 a.m. Saturday, the closing day, should develop into a stirring session, according to Mr. Howard. It will be a wide-open affair at which industry spokesmen will ask FCC officials pointed questions, and perhaps have a few of the same thrown back at them.

Goldsmith Paper

The roundtable will follow the paper of Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs. Dr. Goldsmith will report on progress in ultra-high frequency television. He has been engaged in ultra-high frequency research and has followed progress in the industry. The air has been cleared somewhat in this field since the recent speech by Wayne Coy, FCC chairman [BROADCASTING, March 28].

Opening event of the conference will be the NAB engineering committee session in Room 8 of the Stevens at 10 a.m. Wednesday. Registration will be on the mezzanine. A tour of the Hallicrafters plant is planned at 2 p.m. Buses have been obtained to transport delegates. Ladies are invited. The plant is located at 5th and Kostner Avenues, Chicago.

Plans for the tour were made by

(Continued on page 24)

NARBA EXPIRES

No Frequency Jumps Expected

By RUFUS CRATER

POSSIBILITY of a calamitous ether war arose last week as the North American Regional Broadcasting Agreement expired, leaving North American broadcasters without a formal mutual-protection pact for the first time since 1941.

Hope that unregulated frequency use would be avoided was encouraged, however, by the facts that (1) all NARBA signatory nations but Cuba had signified a willingness to extend the present NARBA, and (2) Cuban spokesmen had indicated they plan no frequency raids, despite their refusal to agree to NARBA's extension.

Further complications loomed from Mexican representatives' informal indications that they would like a one-year postponement of the conference scheduled for September to negotiate a new NARBA, or, in the alternative, that the conference be held but that the agenda be restricted primarily to engineering matters.

Postponement, observers agreed, could lead to several problems, one of which would be probable delay in international agreement on the use of 540 kc, the new broadcast frequency *(see story page 29)*.

Although there was no official announcement, it appeared the official U. S. position would be that (1) signatories of NARBA should and will respect the provisions of NARBA, and (2) the conference to draw up a new NARBA will be held in Canada (either Montreal or Ottawa) starting Sept. 13 as planned.

Observers also felt that steps would be taken in the near future to get NARBA nations—including Cuba if she wished—to sign formally for an extension of the expired NARBA. It seemed certain Cuba would be invited to the Canada conference.

FCC, State Dept. and the broadcasting industry will continue the NARBA Conference preparations which they undertook jointly in December, authorities reported, and the Commission presumably will continue to work toward issuance of its decision in the long-pending clear-channel case as soon as possible.

FCC regards the clear-channel decision as a fundamental factor in its ultimate proposals for a new NARBA. But there was speculation among observers that the decision might not be ready by May 1 as indicated earlier by FCC

(Continued on page 81)

Mr. JETT Mr. POPPELE Mr. EBEL Mr. NAUGHTEN Mr. HIRSCH Mr. DeWITT Mr. HOWARD Mr. TOWNER

AGENDA
Engineering Conference

WEDNESDAY, APRIL 6

10 a.m. Registration; Meeting, NAB Engineering Executive Committee.
2 p.m. Tour, Hallicrafters Plant.
6 p.m. Reception-Cocktail Party.

THURSDAY, APRIL 7

8 a.m. Registration.
9 a.m. Presiding: A. James Ebel, WMBD Peoria, Ill., chairman, NAB engineering executive committee.
"A Method of Selecting an FM/TV Transmitting Site," E. S. Clammer, commercial engineer, Engineering Products Dept., RCA-Victor, Camden, N. J.
9:30 a.m. "The Practical Solutions of TV Installation Problems," Robin D. Compton, technical manager, WOIC (TV), Washington.
10 a.m. "Making and Analyzing TV and FM Field Intensity Measurements," George P. Adair, consultant, Washington.
10:45 a.m. "The Design, Development and Operation of a TV Mobile Unit," Willis I. McCord, manager, TV Specialties Dept., Allen B. DuMont Labs, Passaic, N. J.
11:15 a.m. "Operation of the Image Orthicon Camera," John H. Roe, Supervisor, TV systems engineering group, RCA-Victor, Camden, N. J.
11:45 a.m. "A 2,000 mc Television Relay Link," Martin Silver, project engineer, Federal Telecommunication Labs, Nutley, N. J.

LUNCHEON, 12:30 p.m.

Presiding: Royal V. Howard, director, NAB Dept. of Engineering.
Address of Welcome, Justin Miller, president, NAB.
"Engineering Education and the Broadcast Industry," Dr. William L. Everitt, head, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.

East End, Grand Ballroom, Hotel Stevens

2:15 p.m. Presiding: John H. DeWitt Jr., member, NAB engineering executive committee, president, WSM Nashville.
"AM, FM and TV Audio Measurements," Frank H. McIntosh, consultant, Washington.
2:45 p.m. "The NAB Recording & Reproducing Standards for Disc and Magnetic Recording," Robert M. Morris, radio facilities engineer, ABC.
3:15 p.m. "Magnetic Tape Recording and Reproducing," Dr. S. J. Begun, vice president, Brush Development Co., Cleveland.
3:45 p.m. "Properties of Magnetic Tape and Their Relation to Magnetic Recording," Reynolds Marchant, development engineer, Minnesota Mining & Mfg. Co., St. Paul.
4:15 p.m. "A New Portable Audio Amplifier for AM-FM-TV," William W. Dean, audio engineer, broadcast engineering section, General Electric Co., Syracuse.

FRIDAY, APRIL 8

9 a.m. Presiding: William B. Lodge, Network Adviser, NAB engineering executive committee, vice president in charge of general engineering, CBS.
"A Loop-Antenna System for Television Broadcasting," A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs, Nutley, N. J.
9:30 a.m. "A New and Low-Cost Television Transmitting Antenna," M. W. Scheldorf, engineer in charge of research, and Lawrence R. Krahe, engineer, both of Andrew Corp., Chicago.
10 a.m. "Design Problems in Triode and Tetrode Tubes for High-Fre-

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* * *

NAB Engineering

(Continued from page 23)

Charles J. Nesbitt, Hallicrafters advertising manager. Hallicrafters' hosts include Bill Halligan, president and founder; Ray W. Durst, executive president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer; and Mr. Nesbitt.

Reception and cocktail party will be held 6-8 p.m. Wednesday in the North Ballroom of the Stevens. Ladies are invited to this event also.

Ebel to Preside

Mr. Ebel will preside at the first full conference meeting Thursday at 9 a.m. All general meetings will be held in the East End, Grand Ballroom, of the Stevens. An Altec-Lansing public address system has been installed. It will use the new silhouette mikes, and extreme high-fidelity is claimed for the setup. Speakers will be able to hang the tiny mike around the neck and have relative freedom to move around. Bell Labs has supplied an optical pointer for use by speakers during projection of slides.

Papers will be read during the morning (see agenda), followed by a 12:30 p.m. luncheon meeting in the West End of the Grand Ballroom. Mr. Howard will preside. Judge Miller will deliver an address of welcome and Dr. Everitt will be the principal luncheon speaker.

The afternoon meeting starts at 2:15 with Mr. DeWitt in the chair. Five papers will be read during the afternoon.

Presiding Friday morning will be William B. Lodge, CBS engineering vice president. Six papers are on the agenda. Mr. McNaughten will preside as the 12:30 luncheon, with A. D. Willard Jr., NAB executive vice president, as speaker.

* * *

Following Mr. Willard's talk Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Laboratory, Upton, Long Island, will speak on the subject, "Atomic Energy Is Here for Good." He will offer slides showing some of the non-military and medical uses of atomic energy.

Dr. Thiesmeyer's talk will deal mainly with industrial applications of nuclear progress. Much of the research in this field is non-military, in line with government policy. During the war Dr. Thiesmeyer was head technical aide of the Office of Field Service, Office of Scientific Research & Development.

Jack R. Poppele, WOR New York vice president, MBS director and president of TBA, will preside at the Friday afternoon meeting, at which six papers are scheduled.

Oscar C. Hirsch, owner-manager of KFVS Cape Girardeau, Mo., will preside Saturday morning. Three papers are scheduled prior to the FCC-Industry Roundtable.

Tours of AEC and NBC Chicago television stations are planned at 3 p.m. The recording committee will meet in the West Ballroom of the Stevens at the same time. Mr. Howard and Robert M. Morris, ABC recording and recording executive committee chairmen, respectively, will preside. All members and interested parties are invited to take part in the meeting.

Broadcasting's Rooms

HEADQUARTERS of BROADCASTING during the NAB engineering and management conferences will be at the Stevens Hotel in rooms 560A, 561A, and 563A.

FCC Members at NAB Convention . . .

Mr. BARR Mr. WILLOUGHBY Mr. ALLEN Mr. CHAPIN Mr. BRAUM

Advance Registration,
Engineering Conference

ADVANCE registrations for the NAB Engineering Conference to be held April 6-9 at the Hotel Stevens, Chicago, follow (symbols are ST, Stevens; PH, Palmer House; B. Bismarck; D, Drake):

Adair, George P., Washington
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Allen, W. H., KALB Alexandria, La., ST.
Arvidson, Paul, WOC Davenport, Ia., ST.
Bachman, William S., Columbia Records, New York
Bailey, Fred, WJBC Bloomington, Ill.
Bailey, Sturat L., Jansky & Bailey, Washington
Barnes, Wade, NBC, New York
Bartlett, F. E., KSO Des Moines
Baston, Whitney, NBC, New York, ST.
Beatty, J. Frank, BROADCASTING, Washington
Belle Isle, A. G., WSYR Syracuse
Beville, Ross, WWDC Washington, ST.
Binns, F. D., WLAC Nashville, ST.
Bliesner, Carl B., WREN Topeka, Kan.
Bostick, M. N., KWTX Waco, Tex., ST.
Brackett, Quincy A., WSPR Springfield, Mass., ST.
Burgan, George L., WHDF Houghton, Mich., ST.
Burton, D. A., WLBC Muncie, Ind.
Byrne, Louis C., KVMA Magnolia, Ark.
Cassens, Gerald, WLDS Jacksonville, Ill., ST.
Caudle, L. L., Jr., WSOC Charlotte, N. C.
Chambers, Joseph A., Chambers & Garrison, Washington, ST.
Chandler, George Clarke, CJOR Vancouver, B. C., ST.
Chinski, Gerald R., KXYZ Houston
Collins, Raymond, WFAA Dallas
Compton, Robin D., WOIC Washington, ST.
Cook, K. H., KMBC Kansas City, Mo.
Courchene, Homer, WLS Chicago
Crain, M. M., WLBC Muncie, Ind.
Craven, T. A. M., Craven, Lohnes & Culver, Washington, PH.
Cross, Robert, KROC Rochester, Minn., ST.
Curtis, James R., KFRO Longview, Tex., ST.
Dadisman, Amos, KFH Wichita, Kan., ST.
Dahlbacka, Arne, WJMS Ironwood, Ind., ST.
Daugherty, C. F., WSB Atlanta, Ga., ST.
David, William Russell, Jr., WPTR Albany
Davis, George C., Washington, ST.
Dettman, Robert A., KDAL Duluth, Minn., ST.
Dewing, Harold, WCVS Springfield, Ill.
DeWitt, John H., Jr., WSM Nashville, ST.
Dieringer, Frank A., WFMJ Youngstown, Ohio, ST.
Dodd, Carlos, WDSU New Orleans
Doolittle, H. D., Machlett Labs Inc., Springdale, Conn.
Droke, O. S., KWKH Shreveport, La., ST.
Duke, Charles, WSIX Nashville, Tenn.
Ebel, A. James, WMBD Peoria, Ill., ST.
Essig, R., Collins Radio Co., Cedar Rapids, Iowa
Evans, C. Richard, KSL Salt Lake City, ST.

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CCNY

Over 260 Agency, Radio Executives Attend N. Y. Sessions

THE STATUS of sound broadcasting, and the inroads of growing television highlighted the fifth annual Radio-Television and Business Conference in New York last Wednesday. Conference was sponsored by the City College of New York.

The one-day meeting, held at the Hotel Roosevelt, dealt with research, sales, programming and publicity problems relating to AM, FM and TV stations.

More than 260 radio, agency and other executives attended the morning and afternoon sessions.

Highlight was a luncheon featuring CCNY's annual awards, and an address by Ben Duffy, president of BBDO.

Optimistic Atmosphere

An atmosphere of optimism pervaded the sessions, during which these conclusions crystalized:

"Deflation has started" but television may help avert a depression. A stronger sales effort by both TV and radio is needed.

Money for TV advertising will come from sales as well as advertising budgets.

Sound broadcasting is neither sick nor dying and will continue to prosper.

Independent stations have nothing to fear from TV if they specialize; local and regional time sales will not be affected for perhaps five years.

Television advertising money will derive from increased sales, and from new advertisers who never used radio. The advertising dollar is growing and other media will not suffer adversely.

Sales techniques are changing because televiewing habits are still in the formative stage.

Television must learn to adapt itself to periodic and seasonal advertisers because of present costs.

Only the surface has been scratched thus far on research relating to TV's ad impact and sales effectiveness.

The AM-TV industry must invest more in creative talent rather than fall back on perennial entertainers.

THREE CBS executives accept City College of New York awards from Dr. John Gray Peatman (second from l), college's associate dean and awards chairman of Fifth Annual CCNY Radio-Television and Business Conference. Awards were presented at luncheon held at Hotel Roosevelt, New York, during conference. L to r: J. Kelly Smith, CBS vice president in charge of station administration, holding Award of Merit won by Columbia's Pacific Network for *The Last Waterhole;* Dr. Peatman; Harold E. Fellows, general manager of CBS New England operations and of WEEI Boston, receiving plaque won by WEEI for "the outstanding achievement in promotion in 1948," and Louis Hausman, CBS director of sales promotion and advertising, holding Award of Merit won by WCCO Minneapolis for all-over station promotion in the 50 kw class.

FM has shown growth both in number of stations and sales of exclusive FM receivers.

Mr. Duffy told his luncheon audience that television is not necessarily competitive dollarwise with radio and other media, and predicted the new medium may help avert any depressions, as radio led us out of the depression of the 30's. He said both would be major factors in tripling product sales of the past 20 years.

Contending that cost will "iron itself out in relation to sales," Mr. Duffy said that "as long as new media can open up new sales, manufacturers will find additional money to pay the cost."

'No Saturation'

"There is no such thing as saturation," Mr. Duffy asserted. "Television will perhaps increase sales as much as ten-fold."

Appearing on the morning research panel were Dr. Kenneth H. Baker, NAB director of research and acting president of BMB; Oscar Katz and Peter Langhoff, research directors at CBS and Young & Rubicam, respectively, and Samuel Northcross, vice president in charge of radio research, Audience Research Inc. E. P. H. James, MBS vice president in charge of advertising promotion and research, served as moderator.

Dr. Baker told the group that BMB has run "into some problems which appear to be insoluble in terms of the present BMB case."

He said the organization's two greatest problems are the present

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KOBAK FM VIEWS

Should Sell AM, FM Jointly, He Says

FM BROADCASTERS should not try to sell FM as a distinct medium itself but should join AM broadcasters and "take over part of broadcasting's responsibility," Edgar Kobak, MBS president, asserted in New York last Friday.

The Mutual president spoke at the FM Assn. sales clinic for broadcasters, advertisers and agency personnel at the Hotel Commodore. General theme was "FM Crowding AM for Radio Broadcasting Leadership."

Mr. Kobak declared that much of FM's strength lay in AM weakness, with AM coverage greatly reduced at night. He also cited FM's range over average AM stations and greater freedom from interference. As better FM receivers become available, the difference will accrue in FM's favor, he pointed out.

"Millions of people still get poor reception, and FM is the only means available to give every person good reception," Mr. Kobak said. "In many sections we must replace AM if we are to give all people equal results. Now is the time to sell FM in [these] sections. . . ."

Other speakers who addressed the one-day sessions included William E. Ware, FMA president; Edward Sellers, FMA executive director; William Ensign, eastern manager, Transit Radio; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Maj. E. H. Armstrong, pioneer FM inventor, Ted Leitzell, public relations director, Zenith Radio Corp., and Everett Dillard, WASH Washington, Continental FM Network president and ex-president of FMA.

FM 'Bright Spot'

Referring to the "phenomenal" growth of FM broadcasting in the last two years, Mr. Dillard presented the basic case for the medium which he called "the bright spot in the broadcasting picture."

FM is on the threshhold of a "tremendous business potential," he said, and can no longer be ignored by the advertisers, especially in a buyers' market. He said the number of operating FM stations increased from 370 to 700 last year, with 451 cities having stations at the yearend and 3,000,000 sets in the hands of the public, without including those on TV sets.

Scope of Service

Mr. Dillard declared FM service is within reach of 100 million persons, conceding that there are open spaces in the West that aren't covered. He foresaw a developing trend toward inclusion of FM in TV table models as well as consoles.

Owners of FM sets listen to FM 69.4% of the time their sets are in use, according to a Northwestern U. survey, he explained. Analyzing set production figures, he showed how AM-only output had dropped, with many of them "parttime" sets for autos or portable models used infrequently. January's set output by RMA members, he said, consisted of 554,390 AM-only sets of which only 277,438 were not parttime auto and portable types.

FM set output increased 35% in 1948, according to Mr. Dillard, including 100,000 FM-only models which are starting to appear in larger quantities. Interference on the AM band will increase, he said. A dozen FM networks are in operation, he said, with Continental, of which he is president, operating coast-to-coast with the aid of tape and FM relays. He predicted expansion of FM hookups and believed they would be more economical than other networking.

Three-fourths of the FM stations are affiliated with AM interests, according to Mr. Dillard, with 23% combined AM-FM-newspaper operations and only 25% FM-only. He lauded FM coverage and said the "horizon" theory has been rejected.

FM is the only one of the three broadcast services not presently plagued by major allocation problems, Mr. Dillard said.

Taking results of a recent NBC listener survey in Washington, he said 11% of the population (143,000) live in homes with FM sets, compared to 8.5% (110,500) for TV. The average FM listener spent

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LIGHTER EQUIPMENT

Firms Report Availabilities

(See separate story page 27 on equipment exhibits at NAB Convention. Many of the items described herewith are not shown in the NAB exhibits)

LATEST developments in the light equipment field, many of them relating to new products occasioned by television's fast pace the past year, and in production and other allied services are available to broadcasters everywhere for the mere choosing.

Possibly most numerous advances were in the new lines of transmitting tubes for all broadcasting phases (AM-FM-TV), but particularly for television, and magnetic tape recorders. The products are varied. One example is DuMont Labs' television studio control room on wheels, the Telecruiser, designed to meet the growing needs posed by remote broadcasts. Other products include such allied off-shoots as flying spot scanners, television microwave relay links for intercity program transmission, speech input apparatus and copy racks.

In television, note is taken of problems incurred in studio lighting, some of which have been resolved by mercury vapor arc lamps which look toward provision of absolute color characteristics. TV switching systems, video test equipment, film projection, equipment and kinephoto systems are some of the new TV units developed by RCA, for example.

Recording developments take form in new phonograph pickups and magnetic recorders for station use—portables for remotes and transcription for fixed studio installation. One firm — Califone Corp.—has available a new lightweight Universal transcription player capable of reproducing three types of recordings 78 rpm, 45 rpm and 33⅓ rpm.

Other products include attenuators, broadcast microphones, booms and stands, and a host of others.

A feature, of course, is Columbia's controversial Long-Playing Microgroove transcription in both 12-inch and 10-inch sizes, with programs of 20 and 13 minutes, respectively.

Recording equipment, which will be on hand in sumptuous display during NAB engineering sessions, are of particular interest to broadcasters in view of proposed uniform standards for disc, magnetic and optical recording. Developed by NAB in cooperation with broadcasting and other groups, the standards will be reviewed during the Engineering Conference.

Summary of availablities as reported to BROADCASTING:

* * *

Amperex Electronic Corp.

AMPEREX Electronic Corp., Brooklyn, N. Y., has available a new line of transmitting tubes for AM-FM-TV and particularly for television. (No specifications were submitted.).

* * *

Astatic Corp.

NEW PHONOGRAPH pickups, cartridges and related equipment, designed expressly for long-playing recordings, are being featured by the Astatic Corp., Conneault, Ohio. Products are the FLT, FL-33 and FLC pickups, as well as the 400 series. FLC series was designed to reproduce, with one pickup, 33⅓ rpm and 45 rpm narrow-groove, in addition to standard 78 rpm records. Novel "slip-in" feature of pickup cartridge permits changing from one record type to another instantly. FLT series pickup is designed to satisfy exacting requirements of studio and station use. The design of head and cartridge permits reproduction of different types of lateral recordings with one pickup and turntable. Other features are ball bearing swivel base, hinged arm extension, fingertip lift, height adjustment of mounting base and arm. Model FL-33 is designed for use with Microgroove LP vinylite records.

Also designed for use with LP records is 400-MI-33 pickup, intended primarily for broadcast and recording studio service. This curved model is designed for minimum tracking error, and provides proper mechanical features and necessary electrical response for faithful reproduction. 400-Q-33 pickup is a professional type crystal also for studio use, and is similar to the previous model.

* * *

Brush Development Co.

MAGNETIC recorders for station use, portables for remote pickups, and transcription recorders for fixed studio installation—are available through Brush Development Co., Cleveland, Ohio. In the portable field, model BK-414 is an inexpensive, medium-quality recorder. It uses any of available magnetic tapes and covers frequency range from 100 to 5,000 cps, at tape speed of 7.5 inches per second. Included are such features as independent monitor channel, simultaneous erase and recording and interlocks between mechanical and electrical elements. Volume is indicated by means of 6E5 "Magic Eye."

Company's BK-420, for use in the transcription field, is vertical type of recorder designed with major emphasis on remote control operation and economy of space. Components can be mounted on standard 19-inch rack, 6 feet high, and entire assembly can be integrated into usual array of racks. All controls are by open-circuit buttons which set up interlocking relays for switching, which protect system from abuse in operation.

Another type transcription recorder, the BK-419, is expressly designed for ease of operation, and is housed in a console 34 inches high, 40 inches long and 25 inches deep. Both transcription models can be obtained with up to four different capstan speeds: 15 inches per second, 7.5 inches, and (optional) 3.75 inches and 30 inches per second. Feature of both recorders is flexible equalization control permitting proper compensation for tapes recorded on other types of tape recorders. Standard equalization consists of pre-emphasis in the low frequencies. Other features are a timer, operated directly from tape, and complete and separate electronic channels for both recording and playback. Amplifiers feature front-of-panel controls—for equalization, level, and bias and erase amplitude.

* * *

Califone Corp.

NEW LIGHTWEIGHT Universal transcription player capable of reproducing three types of recordings — standard 78 rpm, LP Microgroove at 33⅓ rpm, and narrow-groove 45 rpm—has been perfected by Califone Corp., Hollywood, Calif. Improved unit incorporates wrist-

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TECHNICAL PAPERS

NAB's Convention

Summaries of Talks

A Method of Selecting an FM/TV Transmitting Site — E. S. Clammer, RCA

This paper describes an experimental system for evaluating a proposed television or FM transmitting antenna location. This system provides information on field strength and incidence of echoes within the proposed service areas. The method employs an airborne transmitter and an antenna radiating pulses of short duration, high peak power and low recurrence rate, and a receiving equipment capable of indicating strength of received pulses and the amplitude of delayed echoes. Included is a description of tests made with this equipment when supported by a captive balloon. Correlation with existing television station coverage is discussed. The paper is of special interest to those directly responsible for selection of television transmitting antenna locations.

Mr. Clammer

Mr. Compton

The Practical Solutions of TV Installation Problems — R. D. Compton, WOIC (TV) Washington

The practical problems facing the engineer for the first time in the installation of a television station are such that many of the engineers who have been in AM for a great number of years are inclined to two attitudes: (1) Overconfidence or (2) fear of the installation.

Television, of course, is a dual installation of two transmitters, each specialized in its particular application. The aural transmitter is not unlike any normal FM installation, but the visual transmitter offers many new and challenging problems to a radio engineer.

The paper will cover the main factors of considerable consequence to the proper performance of the installed equipment, including antenna installation and support design arrangements; transmission line installation for low "standing wave ratios"; housing, transmitter building design; power requirements for various sections; operating space requirements; testing procedures and equipment; difference from normal requirements of vacuum tubes for television; operating personnel and training; recommended maintenance procedures; operating costs; studio design and equipment; switching and controls; and TV pickup equipment and methods.

Making and Analyzing TV and FM Field Intensity Measurements — G. P. Adair, Consultant

It is normally considered that TV and FM field intensity surveys are only a necessary evil to satisfy the requirements of the FCC. However, when properly made and used they have much more valuable uses to the licensee. There are a number of methods having various advantages and disadvantages. Several of these methods are described and discussed. The essential

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NAB EXHIBITS

Display of Wares Highlights Convention

(Also see stories, page 26 and below, on heavy and light equipment availabilities of companies not necessarily exhibiting at the NAB Convention and mentioned in the following story)

BROADCASTERS and telecasters, will find many new or improved equipment pieces and production services on display beginning Thursday when engineering sessions kick off the annual NAB convention in Chicago—if advanced notices filed by exhibitors are fulfilled. The Conference begins officially Wednesday.

This year's exhibit promises to be one of the most extensive in NAB history. It will surpass 1948's sumptuous array in Los Angeles for space alone, with heavy equipment to occupy over 30,000 square feet in Exposition Hall immediately beneath the hotel's main lobby. The foyer of the hall will be included. Other exhibitors, displaying their light equipment wares and production services, will use some 100 rooms on the fifth and sixth floors of the Stevens Hotel, according to NAB's Arthur Stringer, in charge of the annual exhibit. The show will open at 9 a.m. Thursday. Over 35 exhibitors have been assigned space.

The exhibit offers some pointed contrasts to previous ones. Last year some manufacturers were compelled to prepare double displays because the Radio Parts Show in Chicago preceded by a week the Los Angeles convention. This year an interval of six weeks removes any possibility of conflict (Parts show is May 16). Another factor is that this exhibit is more centrally located with respect to manufacturing centers, thus facilitating shipment of equipment, as was the case in 1946. Still another: There are no railroad labor negotiations to thwart prospective exhibitors contemplating shipment.

Spaces Allocated

According to NAB, about 15 spaces in Exposition Hall have been set aside for equipment exhibitors, and registration (see separate story for location). About three dozen suites or sets of rooms, not including those for publications, also have been set aside and will serve as reception and display centers. Representatives will be on hand to demonstrate equipment or services, and to answer broadcasers' questions.

Because of television's mushrooming inroads on industry and national economy, many of the exhibits will be pointed along that line. One example is DuMont's new $200,000 remote truck, the Telecruiser. Other video equipment will be in prominent display, including TV links, transmitters, antennae, tubes, etc. On the service side, International News Service's TV department will demonstrate all types of TV news programming, and feature its video news tape and adaptability to telecasting.

Another highlight will be the first commercial display-type facsimile receiver, to be jointly exhibited by Stewart-Warner and Radio Inventions. Broadcasters will see programs originated from a facsimile console in the exhibit, transmitted via telephone lines to a station (WMAQ-FM) and relayed back to the booth.

New transmitters—10 w FM, 5 kw FM and 50 kw AM—will also be in evidence, as exhibited by Gates Radio Co., RCA and Westinghouse, respectively.

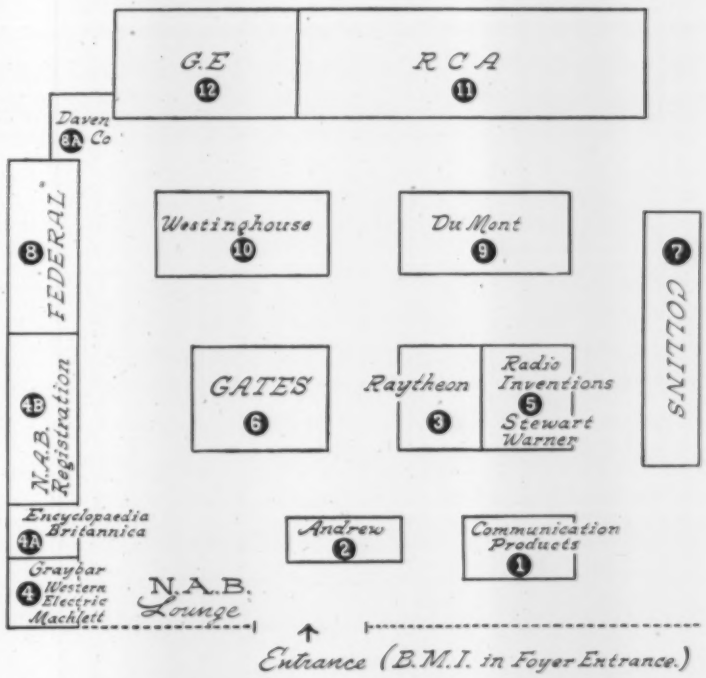
Arousing particular interest

(Continued on page 77)

Tentative space assignments for heavy equipment at Exposition Hall and suite numbers at Hotel Stevens, as revealed by NAB:

SPACE:

1—Comunications Products Co. Inc.
2—Andrew Corp.
3—Raytheon Mfg. Corp.
4—Graybar Electric-Machlett Labs-Western Electric
4A—Encyclopaedia Brittanica
4B—NAB Registration
5—Radio Inventions w/ Stewart-Warner
6—Gates Radio Co.
7—Collins Radio Co.
8—Federal Television & Radio Corp.
8A—Daven Co.
9—DuMont Labs
10—Westinghouse Electric
11—RCA-Victor
12—General Electric Div., General Electric Corp.



NOTE: Since chart was drawn space 6A, just off lower left corner of Gates exhibit, was assigned to McIntosh Engineering Labs, as well as Room 545.

SUITE NUMBERS (reception and light equipment):

549—Arc Tourus
539—INS TV Dept.
534—Federal TV & Radio Corp.
529—Wincharger Corp.
521—Ampex
520—Chas. Michelson
516—NBC Radio Recording
553—Presto
512-13—Goodman Productions
556-57—Standard Radio
560-61—Amperex
509—Collins
502—Capitol
504-05-07—RCA-Victor
500-01-01A—Ziv Productions
504A-05A-07A—Graybar, Machlett-Western Electric
560A-61A-63A—BROADCASTING
512A-13A—Lang-Worth
556A-57A—Westinghouse
553A—SESAC
524A—Keystone Bcstg. System
526A—*Sponsor*
515A-17A—Magnecord
528A-30A—Radio & TV Radio Corp.
532A—BMB
519A-20A—London Library
521A—Radiotime
535A-36A-37—BMI
539A—Fairchild Recording
544A—Transcription Bcstg. System
542A—MacGregor Transcription
546A—*Teletech*
548A—Columbia Records
550A—*Billboard*
545—McIntosh Eng. Labs

HEAVY EQUIPMENT

Products Listed

(See separate story above on equipment exhibits at NAB Convention. Many of the items described herewith are not shown in the NAB exhibits)

UPWARDS of a dozen companies manufacturing transmitter and certain related heavy equipment, including antenna and tower structures, have reported a wealth of availabilities to AM-FM-TV broadcasters as the Engineering Conference of NAB's Convention prepared to get under way in Chicago.

The availabilities mark recent developments in all phases over the past year, with accent on economy of cost and more efficient operation. New products took shape in TV transmitting antennae, with single-ended feed system and diplexer; self-supporting or guyed steel tower structures, designed to withstand meteorogical elements at their worst; new-type transmitters, especially FM for educational broadcasters' use, which incorporate latest air-circulation innovations and include low-cost matching antennae; new utility video amplifiers and stabilizing amplifiers.

In the tower equipment field, some of the innovations look toward simplified maintenance, lessening of distortions, and preservation of tower shapes through severe storms, as well as increased height measurements. Also available on the market for the broadcaster are transmitters specifically designed to use fewer tubes and simplify overall operation.

Developments in amplifiers are

(Continued on page 82)

ET PROPOSAL

Firms 'Little Concerned' Over Meyers' Plan

TRANSCRIPTION companies in New York last week appeared little concerned over a proposal made the week before at NAB District 1 meeting in Boston that stations be permitted to buy instead of rent transcription libraries.

Most of the companies refused to talk for the record, taking the viewpoint that they did not want to build up an issue which at this point they did not regard as important.

Although not permitted to attend the closed meeting at which the proposal was made [BROADCASTING, March 28], ET executives said it was their understanding that no official action was taken by District 1.

They believed that Milton Meyers, WWCO Waterbury, Conn., who proposed that services be sold instead of rented, did not follow through on his motion that the NAB look into the whole problem of buying or setting up a library service on a non-profit basis. They further believe that until the NAB Convention could take action they would withhold their own fire.

The ET companies themselves don't have an association or an industry spokesman. They do, however, occasionally meet to discuss industry-wide problems informally and take concerted action. There was some belief that if the Meyer suggestion still had any strength during the NAB Convention, the disc makers would meet in Chicago to decided whether or not a countermove was indicated.

Prevailing view of most transcription companies, whether engaged in library service or open-end dramatic productions, is that the Meyer suggestion is impractical.

Speak From Experience

In the past some of them have sold their service instead of renting. They believe, therefore, that they know both sides of the story.

They feel that from the station operator's viewpoint, he would get a bad deal by such a purchase. First drawback is the enormous initial outlay which would be required in a purchase.

Next reason cited is the fact that such a purchase would mean there would be no follow-through on service which the companies offer under present arrangements. These services include indexing material, promotional material, replacement of damaged discs, and regular additions to the library.

Further reason given is that library services would lose their exclusive nature, since if sold to a station operator, he could re-sell it to some other operator in another town where that same service already was being used. Under present arrangements, libraries are made available on an exclusive basis.

Still another drawback, from the station manager's viewpoint, is that if an outlet bought a service and was dissatisfied with it, he could not unload it economically at the end of a given period, as now under the rental policy, and change to a new service.

As for the transcription companies viewpoint of a sale policy on themselves—they have one word for its effect on them: "Bankruptcy." They feel that the entire market for their wares would be sold out in three years or less. After that time, business from the few remaining prospects and from replacements and additions to libraries would be so piddling as to mean the end of profitable operations and of most new and creative program projects.

Among the few transcription company executives willing to talk for the record at the present time, Charles Michelson, president of Charles Michelson Inc., New York, said he currently still sells library service to some overseas customers because the expense of doing business back and forth on a rental basis was prohibitive due to shipping, crating, duties and other cost. He has found that many stations which buy such service do not use it sufficiently, whereas those renting feel obligated to make use of the series, and profit thereby.

Mr. Michelson is of the opinion that abandonment of a lease policy by transcription companies would mean the end of the exclusive character such services have in localities and would mean the beginning of their deterioration.

Raymond R. Green, vice president and general manager of Kermit-Raymond Corp., was the lone dissenter among transcription company executives. He believed it was feasible for library services to be sold and believed stations should have a chance to buy them. He did not believe, however, that this was feasible in the case of dramatic type shows because of restrictive clauses about replay rights in actors contracts and because that type of show cannot often be repeated to the same audience.

Purchase Held Impractical

Milton Blink, vice president of Standard Radio Transcription Services, Chicago, asserted that purchase of transcriptions is not practical for most stations because the cost would be too high—"probably three to four times the leasing charge." Transcriptions cannot be compared with phonograph records and their direct sales because the former are highly specialized, directed to a limited market and very expensive. Records, however, are manufactured in quantity for a mass market, he said.

Another stumbling-block to outright sale is the problem of licensing. Mr. Blink explained that the mechanics of licensing have been set up by transcription libraries with music publishers, and that a yearly fee is paid to most ASCAP members. If stations were to buy transcriptions, they would have to assume payment of the licensing fee. This, in addition to the performing charge, would make the price prohibitive in most cases, he believes.

A third reason for lease rather than sale is the obsolescense of discs over a three or four-year period. In this time, a transcription firm renews its stock, paid for by charges on a high rate of monthly releases. Mr. Blink pointed out that the NAB "failed completely" when it attempted to establish an industry transcription service—such as Mr. Meyers suggested—some years ago.

M. M. Cole, owner of the Cole Transcription Library, Chicago, agreed that outright sale of discs would not be feasible. If the industry were to organize such a service, stations could not get the "variety of discs and ideas now originated by specialists." With rental, transcription firms use funds coming in monthly to augment libraries, he concluded.

'SLOW PAY' UP

Disc Firms Cite Small Stations

INCREASING number of smaller stations throughout the country are becoming "slow pay," a canvas of transcription companies in New York has indicated.

The platter makers and leasers report that unpaid bills are backing up and accounts receivable in transcription ledgers are mounting. One disc company recently received its first bad check in history from a station.

Most companies will talk openly about the matter, but are reluctant to be quoted. Some are taking steps to guard themselves against future loss.

Such steps include requiring the first and last payments to be made in advance and more careful credit investigation of stations. One transcription company, whose policy previously was to ship to a new customer automatically on order, is now withholding shipment until receipt of credit information.

The "slow pay" problem is a matter of some concern, but transcription companies feel it was to be expected and eventually will be straightened out—but not until some "weak sister" stations fall by the wayside.

They ascribe the present condition primarily to new and smaller stations. Many of these, they point out, started on a shoe string, never built up an adequate reserve and, worst of all, never learned how to sell.

Richard S. Testut, vice president and general manager of Associated Program Service, New York, believes many stations currently having difficulty meeting payments were outlets started in already overcrowded radio markets. They got by up to now as they rode the crest of a sellers' market. They never learned to sell and now, when selling is necessary, they don't know how.

Sees Sounder Future

Mr. Testut believes 1949 will see the beginning of a "shakedown" year for stations, with unsound operations actually dying off. He is of the opinion that a sounder radio industry will emerge.

He also feels it is unfortunate that some good operations may die in the process as they struggle to compete in "over-radioed" markets against the older and more entrenched outlets.

Charles Michelson, president of Charles Michelson Inc., said that the "slow pay" is confined not only to smaller stations in this country, but he also has found it so in the transcription export market, in which he is active. Some stations in Latin American countries are not responding promptly.

Many other countries, suffering from a shortage of American dollars and from government restrictions on export of American dollars, have made payment a great problem, he said. To guard against both the credit risk and further restrictions on dollar exports, he is now requiring payment of six months transcription rental in advance instead of the former policy of requiring payment of the first and last rental installment in advance.

Raymond R. Green, vice president and general manager of Kermit-Raymond Corp. and of Transcription Broadcasting System Inc., said the slow payment by stations could not be tied down to a particular geographical area. His own experience, he said, led him to the conclusion it is general geographically, but confined largely to newer outlets in small communities.

Among other reasons given by transcription companies for "slow pay" was that outlets often had over-extended themselves in the purchase of equipment and plants.

AFCA

Sarnoff, Coy Address Communications Group

VICTORY in any future war could go to the side which "sees farther sooner," rather than those getting there "fustest with the mostest," Brig. Gen. David Sarnoff, RCA board chairman, told those attending the third annual meeting of the Armed Forces Communications Assn. March 28-29 in Washington, D. C.

FCC Chairman Wayne Coy told the Monday luncheon meeting that "no nation in history has ever been so well equipped with civilian communications facilities" as the U. S. today—"facilities to promote our efficiency, comfort and enjoyment in peace and our national security in event of attack."

A defense official, Leighton H. Peebles, assistant director of production for the National Security Resources Board, told members that the NSRB intends, at a later date, to explore the international communications and broadcasting industry "to determine the available facilities and necessary controls in an emergency."

Navy this year was host to more than 500 executives of the communications and photographic industries and members of the armed forces, who attended the sessions.

Gen. Sarnoff, outgoing president of the association, called on large corporations and small businesses, together with their best personnel, to "make company and personal sacrifices to come to the aid of the preparedness planners."

It is significant, Gen. Sarnoff pointed out, that tide of important battles has depended on the availability or absence of good communications.

Industry's Role

The job of the industry, Gen. Sarnoff said, is "to do all we can to assure that such advances as we make in the communications art are promptly made available to the appropriate military service."

The nation is courting disaster, the RCA official said, if the swift advances of science are ignored.

Television's importance in naval, military and air operations of this modern age was "dramatically revealed," he said, in the Naval maneuvers known as "Task Force TV." During these maneuvers, it was demonstrated on the aircraft carrier *Leyte*, at sea off New York, how television can be used to direct tomorrow's battles. In this first ship-to-shore telecast in history, an estimated 2 million eastern viewers watched the flat-top under simulated combat conditions, over 200 miles away, undergo a mock attack by its own planes.

"Farsightedness," he declared, "takes on a different meaning in the great complexities of modern war, with supersonic speeds, guided missiles and the danger of 'surprise attack.' It used to be said that the battle goes to those who get there 'fustest' with the 'mostest.' The victory, in another struggle, could well go to the side which sees farther, sooner."

The Marshall Plan and the North Atlantic Security Pact, Gen. Sarnoff observed, will enable the U. S. "to gain the time so sorely needed to work out the complicated problems which are astir in a world that is neither at war nor at peace."

"Time also is required," he warned, "to gear out industry toward a mobilization plan that would be effective in the event that an emergency cannot be avoided—effective without confusion and without delay.

"But actually we need more than time, if we are to be fully prepared to meet successfully a possible emergency of modern dimensions. We need, also the interest and experience of the best brains in American research laboratories and in industry to work with our military planners."

Gen. Sarnoff pledged anew the "wholehearted cooperation" of the industry and its workers with all services of the armed forces.

Fred R. Lack, vice president of Western Electric Co., was elected president of the association at a meeting of the group's council March 28, to succeed Gen. Sarnoff, who has led the association since its formation in 1946.

Chairman Coy cited the postwar growth of AM, FM and television; the nation's 38 million telephones; the growing use of radiotelephones on planes, ships, trains, busses and other vehicles; the increase in amateur radio's ranks and a telegraph system that is taking "some hopeful steps toward improvement."

Aside from the more than 100% increase in AM stations since the war, he noted there are now 700 FM and 60 TV stations on the air and 240 FM and 65 TV outlets under construction. He said two-way radio had been authorized for 200,000 vehicles and predicted the number would reach half a million in five years.

But "our very profusion of radio transmitters can also be a source of danger in wartime," he cautioned, citing their attraction for spies and saboteurs and recounting FCC communications intelligence

(Continued on page 89)

540 KC

NAB Charges 'Waiver' of Use

LIMITATIONS which FCC proposes to place on the new 540 kc broadcasting channel [BROADCASTING, Feb. 28] would amount to a "waiver" of the use of the frequency for broadcasting in the U. S., the NAB charged last week.

In a new protest to the Commission NAB submitted maps to show that the limitations, if coupled with 1-A protection to current and proposed Canadian and Mexican operations, would leave 540 kc available only in a narrow strip running through parts of Kansas, Missouri, and Arkansas (*see map, this page*).

Yet the 1947 Atlantic City allocation of 540 kc made it a broadcast channel, NAB reminded.

WILK Wilkes-Barre, Pa., meanwhile told the Commission that 540 kc with 50 kw is the only assignment which will provide service to a substantial portion of the Scranton-Wilkes-Barre area. Midland Broadcasting Co., licensee of KMBC Kansas City and KFRM Concordia, Kan., already had indicated plans to apply for 540 kc fulltime for KFRM [BROADCASTING, March 28].

The 1947 allocation provided for

(Continued on page 89)

THE DOTTED AREA in mid-U. S., according to this NAB map, is the only region where 540 kc would be available to broadcasters if FCC goes through with its proposed limitations on use of the frequency and if current and proposed Canadian and Mexican operations on 540 kc are accorded protection as 1-A stations. The circles represent the 25-mile areas around military installations where 540 kc could not be used under FCC's plan. The contour lines along the East and West Coasts, Gulf and Great Lakes show the effects of FCC's proposed coastline protection. The border-protection lines represent limitations which would result if Mexican and Canadian uses of 540 kc were protected as 1-A operations. FCC's proposal is designed to protect military stations just below 540 kc from interference resulting from broadcast use of the new channel. NAB protested the proposed restrictions and urged that no decision be reached until after international accord is reached on 540 kc.

NAB CONFERENCES

Business, Regulatory, Technical Plans Set

EIGHT days of general and group meetings that run the gamut of industry business, regulatory and technical problems will mark the NAB convention week proceedings opening Wednesday morning at the Stevens Hotel, Chicago. Three basic meetings are scheduled—engineering, independent stations and mangement.

The Engineering Conference starts at 10 a.m. Wednesday (see separate engineering story page 23), and winds up Saturday afternoon. The NAB board is scheduled to meet Saturday. It will be the final session of the old board.

Six new members will sit with the old board as guests [BROADCASTING, March 7]. The new board, originally scheduled to meet Thursday and Friday after the convention, may shift its meeting to Wednesday afternoon and all day Thursday (April 13-14) due to imminence of the Easter holidays.

The separate meeting for unaffiliated stations will be held Sunday April 10, 9:30 to 5. It will be open to NAB members and to nonmembers as well, carrying separate registration fee of $5, including luncheon. The subject of the all-day meeting is "Plain Talk," and Ted Cott, chairman of the NAB Unaffiliated Stations Committee, has advised those attending "to check their inhibitions at the door."

Willard To Open

A. D. Willard Jr., NAB executive vice president, will open the meeting, with Mr. Cott as chairman. Morning program includes a panel, "Do I Need Transcriptions," including the question of purchase of libraries. Mr. Cott will be moderator. Appearing on the panel will be Cy Langlois, Lang-Worth Transcriptions; John Sinn, Frederic W. Ziv Inc., and Walter Davidson, Capitol Transcriptions.

Benjamin Cohen, Assistant Secretary General of the United Nations, will discuss "A New Program Source, The United Nations." Gordon Kinney, radio director of the Advertising Council, will speak on "Public Interest Audience Building—The Advertising Council's Allocation Plan." Dr. Sidney Roslow, president of The Pulse Inc., will wind up the morning session with a speech titled "The Independent Is Here to Stay."

Only formal address by NAB President Justin Miller during the week is planned at the Sunday luncheon. His talk is titled, "Who Owns and Controls Radio Broadcasting in America." The afternoon includes a session on sales and promotion, with case histories. Speakers will be Jerry Franken, editor, *Billboard*, and Joe Koehler, editor, *Sponsor*. "How to Steal an Audience," is the title of a panel on specialized programming. Cal Smith, KFAC Los Angeles, NAB District 16 director, will cover good music; Bill McGrath, WHDH Boston, will cover sports; Ralph Weil, WOV, will take up foreign languages, and Patt McDonald, WHHM Memphis, will cover popular music.

The unaffiliated committee will report through Mel Drake, WDGY Minneapolis, a committee member. Maurice B. Mitchell, NAB director of broadcast advertising, will head a sales panel covering national business, department stores, utilities, government agencies, legal notices and dealer co-ops.

Committee meetings will be held Monday morning, April 11, the Management Conference opening formally at 12:30 with a luncheon meeting in the Grand Ballroom. Judge Miller will preside. Howard Lane, WJJD Chicago, NAB director-at-large for large stations, will deliver the address of welcome as chairman of the Convention Sites & Policy Committee. Luncheon speaker will be Wayne Coy, FCC chairman.

Fundamentals of radio sales will occupy the Monday afternoon meeting [BROADCASTING, March 21]. "This session is designed to bridge the gap between platform and floor," said Mr. Mitchell, declaring: "We'll have microphones on the floor as well as on the platform, and we hope the delegates to the convention will move in on us with the toughest questions on sales they can possibly imagine."

Presiding at the afternoon meeting, programmed to emphasize selling in an increasingly competitive market, will be A. D. Willard Jr., NAB executive vice president. Eugene S. Thomas, WOIC(TV) Washington, NAB Sales Managers Executive Committee chairman, and Simon Goldman, WJTN Jamestown, N. Y., chairman of the Small Market Stations Executive Committee, will be honorary chairmen.

Mr. Thomas will open the program with a talk on "Radio Today," an appraisal of the present broadcast sales job. Mr. Mitchell will direct a panel discussion. Participants will be Martin Leich, WGBF Evansville, Ind., and John A. Engelbrecht, WIKY Evansville, who will discuss cut-throat methods of competing media.

Howard P. Abrahams, director

(Continued on page 76)

Drawn for BROADCASTING by Sid Hix

"I told you to load the recorder with magnetic, not Scotch tape."

Golf Tourney

LAST CALL for 14th annual NAB Golf Tournament. If you would like to play get in touch with BROADCASTING's convention headquarters, Suite 560-A Stevens Hotel. Tournament will be held at the Acacia Country Club. Bus leaves the Stevens at 9 a.m. Sunday.

CBS SALARIES

Share Holdings Also Listed

WILLIAM S. PALEY, CBS chairman of the board, earned $71,730.85 in salary and directors fees in 1948, and Frank Stanton, CBS president earned a total of $109,798.80, according to a proxy statement issued by the company last week.

The statement showed that Mr. Paley derived his more than $71,000 from fees, salaries and commissions, and additionally had $12,135.96 set aside under the company's pension and insurance plans.

Mr. Stanton received $70,096.30 in fees, salaries and commissions; a bonus of $39,702.50, and $9,367.95 insurance and pension payments.

Other officers and directors whose incomes were listed were:

Joseph H. Ream, executive vice president: salary, fees and commissions $44,999.76; bonus of $13,687.50, and $6,042.07 payments for pension and insurance.

Edward Wallerstein, chairman of the board of Columbia Records Inc.: fees, salaries and commissions of $53,333.36; bonus of $9,972, and $12,752.17 pension and insurance payments.

Frank K. White, president of Columbia Records Inc.: fees, salary and commissions of $44,481.19; bonus of $8,177, and $7,468.68 payments for insurance and pension.

The excess of total remuneration over the preceding fiscal year paid to Messrs. Stanton, Ream and Wallerstein was $27,327.18, $10,169.76, and $6,332.92, respectively.

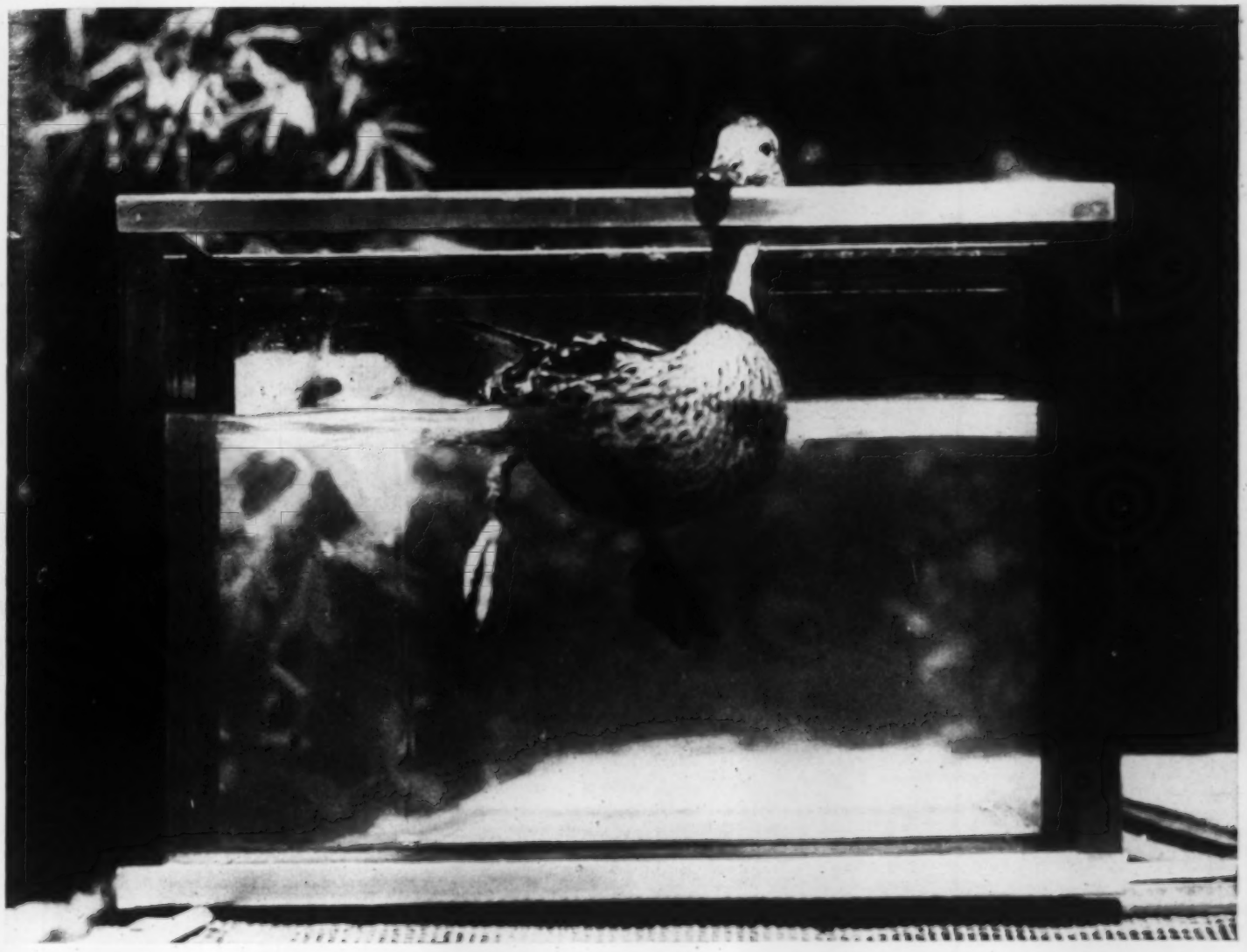
Aggregate amounts paid to all directors and officers as a group were listed as follows: Salaries, $778,437.46; directors' fees, $16,800; bonuses and shares in profits, $139,258.41, and amount paid or set aside under pension plan, $111,648.18.

It also was stated that the network paid WCAU and WCAU-TV Philadelphia an aggregate of $440,378.20 for broadcasting CBS network programs during the year ended Jan. 1, 1949. This was done, it was said, pursuant to agreements between CBS and WCAU Inc. dated June 5, 1947, and Feb. 2, 1948. It was said the sum paid WCAU was only part of the receipts of CBS from its clients for broadcasting over WCAU and WCAU-TV. At the time, it was further said, Leon Levy and Isaac D. Levy, Class B directors of CBS, were president and a director, and vice president and a director, respectively, of WCAU Inc.

Accompanying the proxy statement was a notice for the CBS annual meeting at 2 p.m. April 20 at the office of CBS, 485 Madison Ave., New York. Seven Class A directors and seven Class B directors are to be elected for one year at the meeting.

On Feb. 11 there were outstanding 958,428 shares of Class A stock and 758,924 shares of Class

(Continued on page 85)



Too wet for the duck

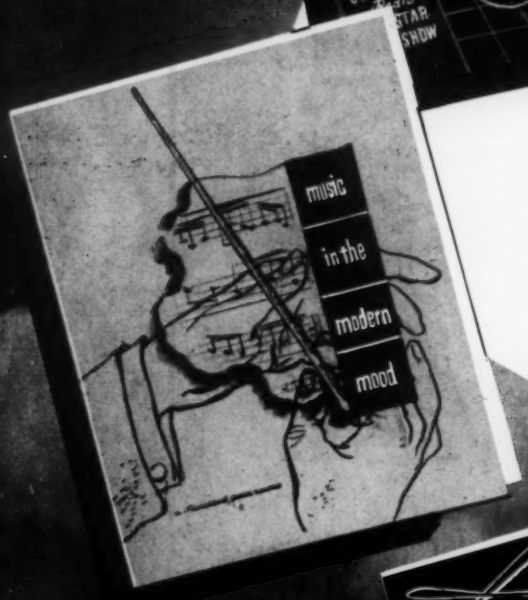
The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W·I·T·H to produce low-cost sales.

You can do *so much* with *so little* money on W·I·T·H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W·I·T·H story from him today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

Standard's SENSATIONAL "Extra"



THE New STANDARD STAR

An Integral Part of the "THE LIBRARY WITH THE

Standard Radio does it again . . . tops its long-standing record of showmanship with a group of brilliantly written and professionally produced programs which take their musical content from the massive Standard Program Library itself . . . and are available for immediate and continuous sponsorship! Come in and

Standard Radio

HOLLYWOOD • CHICAGO

Value"

Listen!

to the AUDITION DISCS in

Suite 556-7 of the STEVENS HOTEL

NAB CONVENTION
APRIL 6-13

RADIO SHOWS

Standard Program Library

COMMERCIAL TOUCH"

hear the special audition discs . . . see the impressive literature which we have created to describe these shows . . . and let us tell you how these and other selling aids can help you make the most of "the library with the commercial touch!"

TRANSCRIPTION SERVICES, INC.

• NEW YORK

A Service of Broadcasting Newsweekly

APRIL 4, 1949

TELECASTING

SET DOLLAR VOLUME

TV Seen Exceeding Aural

DOLLAR VOLUME of TV set sales will exceed that of AM and FM receivers in 1949 if estimates by two government economists are correct. Using industry predictions of a 2,000,000 TV set production, they estimate that TV manufacturers will sell about $600,000,000 worth of TV sets, allowing for a slight reduction in the average cost of sets during the year.

These predictions are contained in a March 29 report of the Office of Domestic Commerce, *Trends & Prospects in Radio and Television Receivers*, by James B. Forman and Charles P. Redick.

Radio set sales are estimated at a maximum of ten million, in 1949 with a current average price of $56. If this average price dropped to $50, as it may by the end of the year, dollar volume in AM & FM sets would be $500,000,000 for 1949.

Retail dollar value of TV in 1947 was 7% of the industry's total sales, 30% in 1948, and may be more than 55% of total sales in 1949. "This would be a remarkable achievement for an industry in its fourth year of production," the authors declare.

There were 76 manufacturers of TV receivers in mid-1948. Of this number all but 18 were also radio manufacturers. The report states, "This present predominance of the radio industry in the television receiver field may be expected to gain impetus as competition for sales in a declining radio market increases."

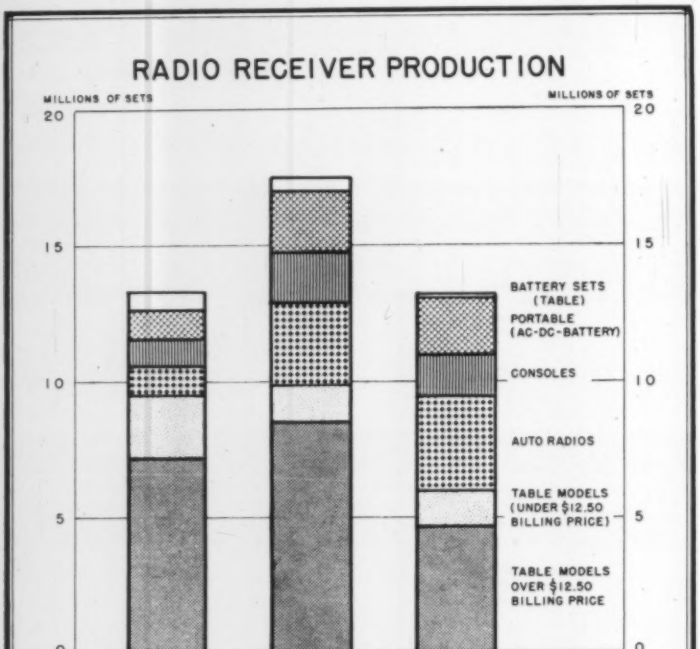
Radio manufacturers numbered 136 in mid-1946, but at the end of 1948, there were 107 remaining companies in the field. Of the total of 132 manufacturers in 1946, 80 were newcomers. By mid-1948, 43 of them had ceased radio production.

Production of radio sets reached a postwar peak in 1947 of 17,516,822. In 1948 production dropped to 13,265,793. Backlog immediately after the war was estimated at nearly 20 million sets. Although 1948 set sales were below 1947, they were the second largest in the history of the industry. In 1948, the authors state, supply of AM sets was equal to demand (See chart, this page).

In 1947, table models (over $12.50 in price) accounted for nearly half of all set production—in 1948, these same types accounted for a little more than one-third of all AM set production and dropped nearly 50% in total production. Auto radio production was above the three million level in 1947 and 1948, with an added 380,000 last year.

Production of portables was a little over two million in each year. Console models were produced at the rate of about 1,541,598 in 1948, and were selling better than the previous year as prices dropped somewhat.

FM production of 1,590,000 was about 400,000 above 1947, and rep-



RADIO RECEIVER PRODUCTION

Item	1946	1947	1948
Battery sets (table)	704,711	499,583	144,429
Portable (AC-DC-battery)	1,022,689	2,153,095	2,114,133
Consoles	924,521	1,937,127	1,541,598
Auto radios	1,153,458	3,029,637	3,409,013
Table models (under $12.50 billing)	2,277,953	1,383,205	1,350,711
Table models (over $12.50 billing)	7,236,817	8,514,175	4,705,909
Total	13,319,859	17,516,822	13,265,793

P&G VIDEO

26 Half Hours to Be Filmed For Use on NBC

PLANS for production of 26 half hours of dramatic video film by Procter & Gamble were announced in Hollywood March 28 through Compton Adv. [CLOSED CIRCUIT, March 28]. Series' tentative starting date is Sept. 6 in NBC time period following Texaco Star Theatre.

"If the present negotiations are successful," the announcement said, Gordon Levoy, president of General Television Enterprises, will handle Hollywood production on the series and Irving Asher Productions Ltd. will handle production done in Great Britain. While the announcement was worded conservatively, certainty is reflected in fact that Mr. Asher, who was present in Hollywood at the time of the announcement, left for London last Thursday to start work on scripts.

The half hours will be broken into two short story treatments, according to William Craig, Procter & Gamble manager of television. This, he pointed out, is being done to avoid the center commercial intruding upon the story. The ratio of how much work will be done in this country and how much abroad is not known at present.

Although none of the principals cared to name the production cost of a half-hour, it is understood the range will be $8,000 to $12,000. Precise length of each story unit is as yet unsettled.

Mr. Levoy is a prominent film attorney in addition to being president of General Television Enterprises Inc. A California corporation and capitalized at $1 million, its announced aim is "liaison between producer and sponsor" as well as "guiding, financing, packaging and marketing of television programs."

This is the first public step of GTE since the firm's incorporation. "It will not at the outset engage in television production itself and will limit itself in the direct purchase of pictures, preferring to concentrate upon the servicing of both producer and sponsor."

Irving Asher has been associated with the motion picture business for many years. He has been with both Warner Bros. and MGM as a producer. He will be represented in this country by Carleton Alsop in the handling of sales and sales service operations. Mr. Asher advised BROADCASTING that he aims to make a series of 26 pictures regardless of whether P & G buys only 13.

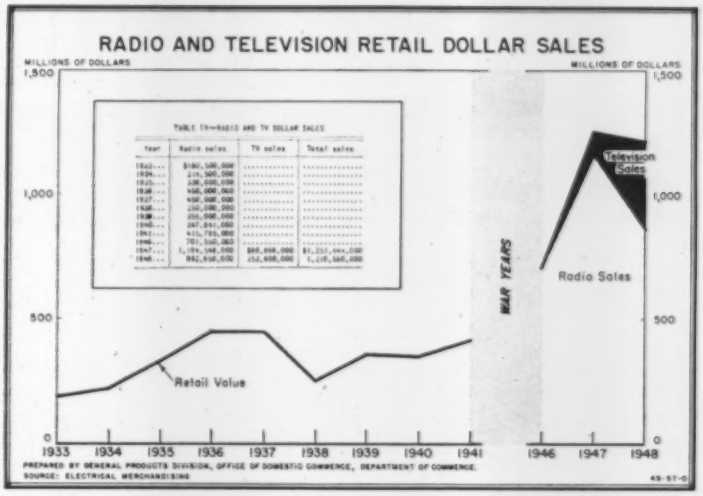
Production supervision for both film projects will be handled for P & G by Mr. Craig and Gilbert A. Ralston, executive producer of P & G television department. For Compton supervision will be overseen by Lewis Titterton, vice president in charge of radio and television, Stuart Ludlum, assistant director of firms radio-television department, and Brewster Morgan, agency's director of television.

The products to be merchandised through this series are Ivory Soap, Crisco and Duz.

resented 12% of total AM & FM set production during the year. In 1947. FM sets represent only 6% of the total. The authors of the report predict that the average price of FM sets will continue to decline during 1948.

If present trends continue, the sales of TV receivers will just about take up the gap produced by declining AM sales. As stated in the report, one drag on the radio market has been the confusion existing in the phonograph field. Consumers who are in the market for console models are hesitant to buy the radio-phono combinations until they have decided what the long playing record field will be in the future.

"With consumer acceptance of TV a fact," the authors conclude, the aggregate retail sales of radio and TV receivers in 1949 may be expected to approach the $1.200,000,000 achieved in 1947 & 1948." (See graph.)



VIDEO RATES

WLWD, WLWC Announce

RATE for one hour of Class A time on WLWD(TV) Dayton and WLWC(TV) Columbus, new Crosley Broadcasting Corp. stations, is $200, according to the first rate cards for the stations issued by Crosley.

Both stations maintain the summer discount feature offered by WLWT(TV), Crosley's Cincinnati video outlet. The discount is offered because of the natural slump in total viewers during this time, R. E. Dunville, Crosley vice president and general manager, explained. Sponsors are given a discount of from 25 to 40% for the May-September period, depending upon the number of consecutive weeks for which the advertiser has contracted.

WLWD and WLWC rate cards are identical to that of WLWT except in the actual charge for video time. Costs for any period, from 40 minutes to 10 minutes, bear the same relationship to the cost for a full hour on all cards.

TBA ELECTS

Russell as Director

F. M. RUSSELL, vice president of NBC, has been elected director of Television Broadcasters Assn., it was announced last week by J. R. Poppelle, president. Mr. Russell will serve in this capacity until next annual meeting of the TBA next January. He succeeds Noran E. Kersta who resigned from TBA board in January.

Announcement was also made by Mr. Poppelle that directors of TBA have approved two applications for membership. Admitted to active membership was WBNS-TV, Columbus and to educational membership, Twin City Television Lab., Minneapolis, Minn.

'LONE RANGER'

Video Plans Are Told By General Mills

ARRANGEMENTS were virtually completed last week for telecasting over a score of ABC stations, under sponsorship of General Mills, a filmed *Lone Ranger* series which would extend for a minimum of two years under guarantees by the stations against time rate increases.

Although some details remained to be resolved, it was learned that about 20 stations had accepted the proposition advanced by the General Mills agency, Dancer-Fitzgerald-Sample, New York.

Under terms of the proposed arrangement, stations would guarantee the rate in effect as of June 15, 1949, for two years of *Lone Ranger* telecasts and no greater than a one-third increase the third year. Sponsor would reserve the right to cancel after the second year, "depending upon the development of TV and the cost of producing additional films," it was learned.

The series is tentatively planned for 7:30-8 p.m. Thursdays, although the sponsor reportedly would be willing to arrange delayed schedules for those stations which had conflicting commitments with other networks.

According to present plans, the series would be networked via cable and radio relay to interconnected stations and by film prints to those outside interconnection facilities.

The proposition advanced by the agency and reportedly accepted by a score of stations was that stations would receive their regular payment for a half-hour network show—said to approximate one-third of their gross evening half-hour rate. The *Lone Ranger* shows would be 28½ minutes long, including three General Mills commercials. Station would thus be left with a minute immediately following the *Lone Ranger* which they could sell locally.

The agency was said to have pointed out to stations that "between these two payments your net income should closely approach a straight one-half hour local sale, after discounts and agency commissions, and exceed the payment you normally would receive from the sale of a one-half hour network operation."

The agency reportedly advised stations that it was "our hope that we can continue this for many years." Further, it pointed out, the sponsor's appropriation for the series—approximately $1 million—was new money and not taken out of its radio budget.

Cost of 52 films was reportedly set at about $750,000. At the present stage of planning, the sponsor reportedly is not certain whether to re-run the first year's series for the second year and produce a second set for the third year; whether to make 78 films and repeat them once, to piece out the entire three-year period; or, whether, if production costs exceed anticipations, to make fewer than 52 films and repeat the series oftener.

It was also learned that several months ago General Mills, through its agency, had approached ABC and some stations with a proposal for a three-year guarantee against rate increases. The present proposal is a compromise, it was said.

Although it was impossible to learn exactly how many stations, in addition to those accepting the proposal, had been approached, it was understood there were several which rejected the plan because of unwillingness to bind themselves to the two-year guarantee of present rates and a third year guarantee against a rise of no more than one-third.

TV Study Released

THE FIRST monthly study of "The Television Audience of Today" was sent by Advertest Research of New Brunswick, N. J., last week to various clients throughout the New York metropolitan area. The initial study presented research coverage of "Daytime Television."

SOX VIDEO

$60,000 Paid for Rights

WGN-TV Chicago has paid the Chicago White Sox $60,000 for exclusive rights to telecast its home baseball games.

This was learned Wednesday from a reliable source after Frank P. Schreiber, manager of WGN Inc., and Charles A. Comiskey II, vice president of the Sox, jointly announced that WGN-TV would telecast the 77-game American League schedule from Chicago's Comiskey Park.

Season's opener is April 22 and closing game will be Sept. 29. However, WGN-TV will begin its 1949 baseball telecasts with the annual city series between the Sox and Chicago Cubs of the National League April 15-17.

With the signing of the Sox contract, WGN-TV for the second year becomes the only Chicago station to telecast a complete 154-game big league schedule. The station's agreement with the Cubs was announced early last month. [BROADCASTING, March 7].

OBSOLESCENCE

Set Makers Will Air Views

KLEE-TV Houston has invited eight firms manufacturing television sets to send representatives to appear on station's *Television Roundtable* April 11, 8-9 p.m. (CST), to discuss the question of TV receiver obsolescence.

Invitations, wired March 31 to Philco, Zenith, Admiral, General Electric, RCA, Emerson, Motorola and DuMont, pointed out that the buying public is concerned over reports that present TV sets may soon become outmoded.

"In view of the fact that Houston is a new television market," the wires stated, "KLEE-TV has been presenting a weekly program, *Television Roundtable*, to present facts and problems of television to the public." Referring to the obsolescence question, KLEE-TV said: "You will be free to say whatever you wish for your company's receiver, or against competitive sets."

PARR NAMED

CBS-TV Program Manager

ALLEN PARR, program coordinator of CBS television, has been appointed program manager, a new post.

Mr. Parr, who has been with CBS since 1936, will supervise production, management and budget control of all CBS-TV programs. In 1936 he joined CBS in radio network operations, serving in various capacities until becoming program coordinator for television a year ago. During a four-year military leave he served in the Southeast Asia Command as a first lieutenant.

Telestatus

Data, Price on TV Receivers
(Report 53)

PROSPECTIVE television set owners have a wide variety of makes, models and prices to choose from in today's video set market. Thirty-nine firms among the leading set manufacturers were surveyed by BROADCASTING. Production by these firms represents a combined total of over 270 video models now being offered to the public.

Priced to fit almost any pocketbook, sets range from $99.50 for Pilot Radio Corp.'s small portable model up to $1,995 for DuMont's "Manchu" console.

Screen sizes vary widely, although 10", 12", 12½" and 16" are the most predominant among those sets reported. Of the 273 models listed here (see table), 112 have 10" screens or smaller. Among the larger sets, 17 models are reported with screens over 16". Smallest screen reported, in a finished set, is Pilot's portable with a 3" x 2" screen. Espey Mfg. Co. features a 3" screen in its training kit for home assembly. United States Television Mfg. Corp. makes the largest screen reported—a commercial model with a 30" x 22½" screen.

Use of the 16" metal picture tube is reported by four manufacturers: Freed Radio Corp., which uses the metal tube in all its models, Hoffman Radio Corp., Nielsen Television Corp. and United States Television, each of which uses the metal tube in one model.

Portable television receivers are made by five of these firms: Pilot, Motorola, Sentinel Radio Corp., Tele-Tone National Corp. and Raytheon-Belmont.

Commercial models, designed specifically for use in places of large public gatherings, are reported by two of the manufacturers surveyed. RCA Victor makes one commercial model and U. S. Television offers two such sets.

ADMIRAL CORP.

Model No.	Screen Size	Retail Price	Description
19A11	7"	$179.95	table, mahog.
19A12 (same as 19A11 in ebony)			
19A15	7"	189.95	table, walnut
30B16	10"	339.95	consolette, mahog.
30B15 (same as 30B16 in walnut)			
30B17 (same as 30B16 in blonde)			
30C17	12½"	419.95	consolette, blonde
30C15 (same as 30C17 in walnut)			
30C16 (same as 30C17 in mahog.)			
4H16	10"	419.95	console, AM/FM, 2-speed phon., mahog.
4H15 (same as 4H16 in walnut)			
4H17 (same as 4H16 in blonde)			
8C13	10"	589.50	console, AM/FM, 2-speed phon., tilt-tune dial, blonde
8C11 (same as 8C13 in walnut)			
8C12 (same as 8C13 in mahog.)			
4H117	10"	489.95	console, AM/FM, 2-speed phon., blonde
4H115 (same as 4H117 in walnut)			
4H116 (same as 4H117 in mahog.)			
4H18	12½"	595.00	console, AM/FM, 2-speed phon., ebony
4H19 (same as 4H18 in jade green)			
4H126	16"	695.00	console, AM/FM, 2-speed phon., mahog.
4H125 (same as 4H126 in walnut)			
4H137	16"	725.00	console, AM/FM, 2-speed phon., blonde
4H136 (same as 4H137 in mahog.)			

ANDREA RADIO CORP.

Model No.	Screen Size	Retail Price	Description
TVK-12	12½"	$499.00	table, mahog.
BTVK-12	12½"	525.00	table, blonde
COVK-124	12½"	745.00	console, AM/FM, 2-speed phon., mahog.
BCOVK-124	12½"	785.00	(same in blonde)
COVK-15	15½"	1,095.00	console, AM/FM, 2-speed phon., mahog.
BCOVK-15	15½"	1,145.00	(same in blonde)

ANSLEY RADIO & TELEVISION INC.

Model No.	Screen Size	Retail Price	Description
The Beacon	10"	$395.00	table, mahog.
The Somerset	12"	995.00	console, AM/FM, 2-speed phon., mahog.
The Bellevue	12"	1,035.00	console, AM/FM, 2-speed phon., mahog. or bisque
The Salisbury	12"	1,035.00	console, AM/FM, 2-speed phon., garnet mahog. or bisque
The Gainsborough	15"	1,295.00	console, AM/FM, 2-speed phon., garnet mahog.

BENDIX RADIO

Model No.	Screen Size	Retail Price	Description
235M1 The Fiesta	10"	$349.95	table, mahog., built-in antenna
235B1 The Aurora	10"	359.95	table, blonde, built-in antenna
325M8 The Pageant	10"	629.50	console, AM/FM, 2-speed phon., mahog., built-in antenna

BRUNSWICK RADIO

Model No.	Screen Size	Retail Price	Description
Canton	15½"	$795.00	swivels on pedestal base, various finishes
Cathay	12" x 16"	895.00	console, various finishes
Tibet	15½"	1,395.00	console, AM/FM, 2 phons. for 3 speeds, various finishes

CROSLEY DIV.

Model No.	Screen Size	Retail Price	Description
9-403M	10"	$299.95	table, FM
9-413B	10"	319.95	table, FM
9-407M	12½"	425.00	table, FM
9-420M	10"	not annc.	consolette, FM
9-424B	10"	not annc.	consolette, FM
9-422M	16"	not annc.	consolette, FM
9-404M	10"	499.95	console, AM/FM, 2-speed phon.
9-414B	10"	529.95	console, AM/FM, 2-speed phon.

DuMONT LABS

Model No.	Screen Size	Retail Price	Description
Chatham	12"	$425.00	table, FM, mahog.
Chatham	12"	435.00	table, FM, blonde
Savoy	12"	695.00	console, AM/FM, 1-speed phon., mahog.
Savoy	12"	715.00	console, AM/FM, 2-speed phon., blonde
Winthrop	12"	695.00	console, AM/FM, 2-speed phon., knotty pine
Meadowbrook	12"	525.00	consolette, FM, mahog.
Stratford	15"	595.00	table, FM, mahog.
Stratford	15"	605.00	table, FM, blonde
Colony	15"	945.00	console, AM/FM, 2-speed phon., mahog.
Westbury	15"	745.00	consolette, FM, mahog.
Club "20"	20"	995.00	console, FM, mahog.
Manchu	20"	1,995.00	console, AM/FM, 2-speed phon., swivel base, Chinese lacquer

ECKSTEIN RADIO & TELEVISION CO. (Not making TV sets at present.)

EMERSON RADIO & PHONOGRAPH CORP.

Model No.	Screen Size	Retail Price	Description
611	61 sq."	$269.50	table, mahog.
612	52 sq."	299.50	table, mahog.
606	51 sq."	349.50	consolette, mahog.
605/606	52 sq."	509.45	console, AM/FM phon., matching ensemble
618	91 sq."	529.50	console, AM/FM, phon., mahog.
608	132 sq."	599.50	console, screen folds away
609	192 sq."	599.50	console, projection, screen folds away

ESPEY MFG. CO. INC.

Model No.	Screen Size	Retail Price	Description
TV3K	3"	$69.50	training kit

FARNSWORTH TELEVISION & RADIO CORP.—Capehart

Model No.	Screen Size	Retail Price	Description
610P	10"	$299.50	table, mahog.
661P	10"	369.50	console, mahog.
461P12	12½"	495.00	console, mahog.
A501P12	12½"	1,095.00	console, AM/FM, 2-speed phon., mahog.
A502P12	12½"	1,195.00	console, AM/FM, 2-speed phon., white simulated leather
A504P12	12½"	895.00	console, AM/FM, 2-speed phon., mahog.

FREED RADIO CORP.—Freed-Eisemann

Model No.	Screen Size	Retail Price	Description
Sheraton (77)	16"	$625.00	console, mahog.
Chinese Chippendale Chest (76)	16"	795.00	console, AM/FM, mahog.
Regency Chest (72)	16"	845.00	console, AM/FM, mahog.
Chippendale (75)	16"	1,295.00	console, AM/FM, 2 phons. for 3 speeds, mahog.

(All models use metal picture tubes.)

(Continued on page 86)

WMAR

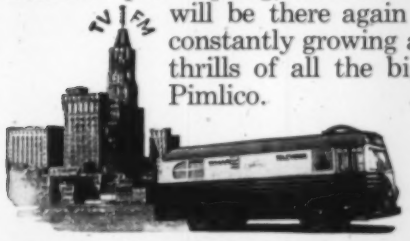
THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for Sports

Check the program scoreboard of most Maryland televiewers and you will find sports events right up there as a popularity leader. Check the dial of these Maryland sports enthusiasts and you will find most of them tuned to Channel Two for WMAR-TV's outstanding sports programs.

When activities are resumed at historic Old Hilltop this spring, WMAR-TV's cameras will be there again to bring its constantly growing audience the thrills of all the big events at Pimlico.



And as the spring and summer sports season swings into action, WMAR-TV's camera crews will be there to bring all the excitement right into the living rooms of Maryland televiewers.

In addition to seeing the actual sports events telecast from the sports centers of the State, Maryland sports followers get a nightly roundup of the latest sports news, scores and comments on WMAR-TV's popular daily "Television Scoreboard."

Represented by

THE KATZ AGENCY, INC.

NEW YORK · DETROIT · KANSAS CITY · SAN FRANCISCO
CHICAGO · ATLANTA · DALLAS · LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

UNESCO ON TV

Cleveland Meet to Run

WEWS (TV) CLEVELAND last week emerged the victor in its scrap with the government over State Dept. efforts to impose a ban on telecasts of sessions of UNESCO, international champion of freedom of the press [BROADCASTING, March 28].

The clash was touched off a fortnight ago when a State Dept. official advised WEWS that it could not telecast proceedings of UNESCO's All-American convention in Cleveland April 1, according to James Hanrahan, general manager of the station.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., maintained that, at first, the ban was imposed because certain Hollywood actors who were scheduled to appear were forbidden by their contracts to appear on television. Later New York actors with television performance rights were substituted. After this only the consent of Mrs. Eleanor Roosevelt, who was to appear on the program, stood in the way of full government clearance.

A State Dept. official last Wednesday told BROADCASTING Mrs. Roosevelt had consented to the telecast and no government ban would be imposed.

TV UNION PLAN

Goes to 4A Councils Soon

PLAN for a permanent television union covering talent was ready for the mimeograph machines Thursday, according to George Price, comedian, who has been drafting such an agreement.

The plan will be submitted to the various councils of the Assoc. Actors and Artists of America (AFL). Although details are not being made public, it is understood the plan calls for creation of a "Four A's Television Authority" [BROADCASTING, Feb. 21]. The authority would undertake all collective bargaining for video talent.

DETAILS of Edward Hines Lumber Co., Chicago, sponsorship of *Walt's Workshop* on WNBQ (TV) Chicago are outlined by (seated, l to r) John McPartlin, NBC TV salesman; Jules Herbuveaux, NBC Chicago video manager, Phil Creden, Hines advertising manager, and (standing, l to r) George Morris, NBC local salesman; E. M. Rochford, Hines branch yards general manger, and Thomas Kivlan, of the George H. Hartman agency, same city. Walter Durbahn stars in telecast of repair and construction work in a model home workshop.

TV CENTER

ABC Purchases Property Site; $2.5 Million Investment

ABC last week announced its purchase of the site of its Television Center in New York, a property representing a total investment of more than $2,500,000.

Until the purchase, the site had been under a 21-year lease to ABC. A fortnight ago ABC and WOR-TV New York announced the subleasing to the latter of space for its studios in the property.

The site contains four buildings with a frontage of 200 feet on West 66th St. and 125 feet on West 67th St., just off Central Park West.

When construction is complete, the center will contain 11 television studios, carpenter shops, scene production space, storage facilities and offices.

Included in the planned construction is what ABC describes as the "most elaborately equipped television control room in the country," 30 image orthicon cameras and a motor-driven camera crane.

Title to the Television Center property will be vested in a wholly-owned ABC subsidiary. The property was bought from the real estate firm, Webb & Knapp.

CBS-TV ADDS TWO

WKY-TV and WGAL-TV Join

WKY-TV Oklahoma City and WGAL-TV Lancaster have been signed as affiliates of the CBS television network, bringing the network's total video outlets to 35.

WKY-TV will start operations May 1 on Channel 4. Station is owned by the WKY Radiophone Co. P. A. Sugg is general manager.

WGAL-TV, also assigned Channel 4, joins CBS-TV on June 1. It is owned by WGAL Inc., with Clair McCollough as general manager.

'STOP THE MUSIC'

Video Version Planned

TELEVISION version of *Stop the Music*, ABC's hour-long Sunday night (8-9 p.m.) radio musical giveaway, is to premiere on Sunday May 1, 8-9 p.m. P. Lorillard Co., New York, will sponsor the 8:30-9 p.m. portion of the program. According to the network, the video feature, designed especially for viewers, will vary considerably from the radio show. Telephone calls will be made only to those homes having television sets.

P. Lorillard Co., through Lennen & Mitchell, New York, also sponsors the first and last quarter-hour segments of the programs' radio version, as well as the *Original Amateur Hour*, Wednesday, 8-9 p.m., also on ABC. Company also sponsors *Old Gold Party Time*, a 15-minute show on the full ABC Pacific network, Monday through Friday.

Contract for telecasts of *Stop the Music* is for 52 weeks.

TV TRAINING

NBC-Northwestern to Feature

TWELVE picture discussions and professional classes will be conducted at the eighth annual NBC-Northwestern U. Summer Radio Institute, which begins June 27. The six-week session is directed by Don F. Fedderson, chairman of the radio department at Northwestern, and Miss Judith Waller, director of public affairs and education at NBC's Central Division.

Increasing interest in television training is reflected in the symposium series schedule, according to Miss Waller. Six of the 12 meetings will concern TV exclusively, as compared with one session last summer. Techniques of television will be integrated with remaining discussions centering on AM.

High entrance requirements have been set again this year, and persons enrolling must have industry experience, she explained. Most of the sessions will take place at NBC headquarters in the Merchandise Mart.

NBC Chicago employes who will instruct include Jack Ryan, David Lasley, Robert Flanigan, Louis Roen, Arthur Jacobson, Don Marcotte, Robert Guilbert, Homer Heck. Others are Melvin Wissman, program manager of WWJ WWJ-FM and WWJ-TV Detroit, and Baskette Mosse, assistant professor of journalism at Northwestern.

KLAC-TV SUIT

Privacy Invasion Charged

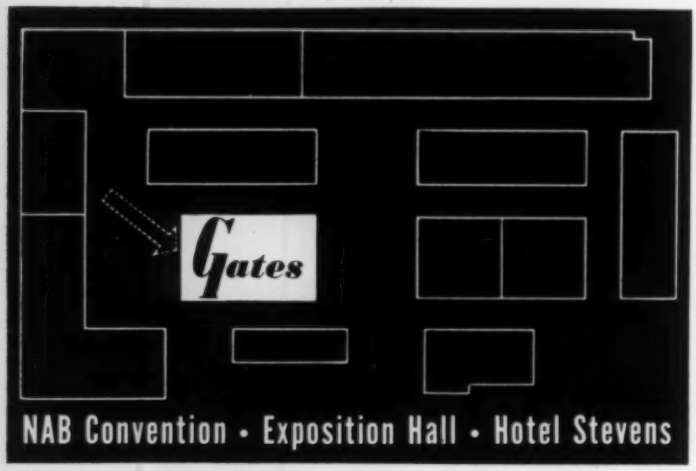
REPLYING to "invasion of privacy" suits totaling $7,500 brought against KLAC-TV Hollywood, Don Fedderson, vice president and general manager, said the station "acted entirely in good faith in televising this event for charitable purposes."

The action has been brought separately by three members of the Buster Crabbe Acquacade, Joseph Peterson, John Riley and William Lewin. They allege that KLAC-TV showed them without compensation and filmed their exhibition without consent. Although the station does not answer the latter point, it is known that KLAC-TV did not have any kinescope film facilities on Sept. 26, date of alleged telecast, nor does it have such now.

Complaint which was filed in Los Angeles Superior court in three individual suits of $2,500 each is being represented by counsel for AGVA. KLAC-TV response is expected by April 4.

TV Bar Tax Action

THE HOUSE of Representatives in the Pennsylvania State Legislature March 28 unanimously passed the Costa bill, designed to end paying of an amusement tax by taverns for the use of television sets. The Senate now will consider the measure.



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Westinghouse

we've "wrapped up"

EVERYTHING YOU'RE LOOKING FOR

Of completely new design, the 50-HG-2 50-kw AM transmitter combines every aspect of reliability and convenience the present state of the art affords.

Here are its outstanding features:

1. **Only seven tube types**—only twenty tubes total.

2. **All-metal rectifiers, even in the output stages**—no warm-up, no flashover, virtually unlimited life.

3. **Supervisory control** — more complete than any other transmitter.

4. **Minimum floor space** — by using only 6 cubicles in transmitter proper.

5. **Centralized control**—all controls on front panel—motor-driven where necessary.

6. **Built-in spares** — crystal oscillator, blower and motor unit, and each power amplifier and modulation tube.

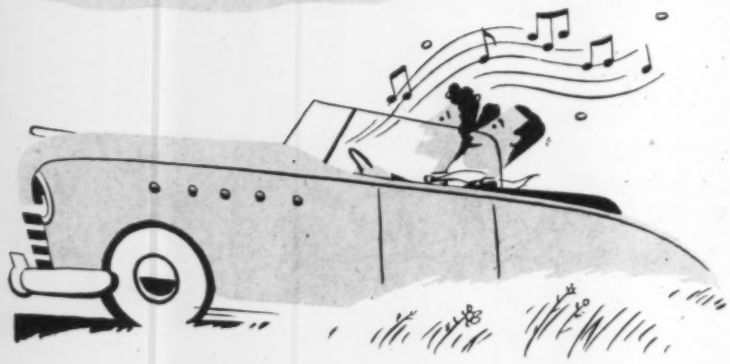
Call your local Westinghouse representative today, for full details. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-02173

Westinghouse

FIRST IN BROADCASTING

Summertime . . . .



SURE, summertime is vacation time . . but not for Philadelphia's KYW . . or for those owl-wise advertisers who use its booming 50,000-watt voice to speak their sales "pieces" throughout KYW-land.

BUT summer does make *one big difference*!

In addition to its vast and loyal *regular* audience, KYW *then adds* thousands of seasonal friends (with their auto radios and portables) passing through the area vacation-bound, or stopping to rest and play in the nearby Poconos or at South Jersey's world-famous seaside resorts.

And *remember*—easy-spending bucks keep burning holes in vacation-bound pockets. Catch? Get in touch with Harvey McCall at KYW, or Free & Peters.

PHILADELPHIA'S NBC AFFILIATE
50,000 WATTS

KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WLWC STARTS

Columbus Video Outlet Opened by Crosley

WLWC (TV) Columbus was slated to begin commercial operation yesterday (April 3) on Channel 3 (60-66 mc). Opening of the station was to have marked the completion of Crosley Broadcasting Corp.'s regional video network, WLWC, WLWT Cincinnati and WLWD Dayton. Stations are linked by a microwave relay setup which permits interchange of programs [BROADCASTING, March 14].

WLWC began transmitting its test pattern March 21. Regular telecasts were delayed until completion of relay towers at Mechanicsburg, Ohio, to enable relaying of WLWT programs into Columbus for transmission on WLWC.

The Columbus video outlet plans to carry 25 to 30 hours of programming weekly, greater part of which will be originations from WLWT, according to James Leonard, WLWC station manager.

WLWC's studio building is still under construction. The WLWC mobile unit will be used in telecasting special and sports events in Columbus until studios are completed, Mr. Leonard said.

WLWC plans intensive local programming and use of Columbus area talent when the station's full telecasting facilities are completed.

WLWT MINSTREL

Endmen Give Commercials

WLWT (TV) Cincinnati reports that a new technique in identifying the sponsor and presenting commercials on its minstrel show (Sundays, 8:30-9 p.m.) is proving successful. The program, placed by Strauchen & McKim, Cincinnati agency, is sponsored by Dodge Dealers of Greater Cincinnati.

Members of the cast use giant tambourines for sponsor identifications and commericals. "Dodge" is spelled out with five tambourines at the opening and closing of the show. The ten dealers' names, also on the tambourines, are passed before the camera in grand march style. Middle commercials, handled by the endmen, are given light treatment in keeping with the program.

The minstrel show is WLWT's largest production. Ensemble includes a 13-piece orchestra; Joe Dunlevy and Harry Hall, endmen; Bill Thall, interlocutor; Swanee River Boys quartet; Bob Shreve, tenor, and Ann Ryan, singing star.

* * *

Interlocutor and endmen demonstrate type of commercial used on show.

VIEWS ON AM, TV

Given Chicago TV Council

CONTRASTING views on AM and TV were outlined at the Chicago Television Council's regular luncheon meeting last Wednesday. Harold Safford, program director at WLS Chicago, said AM will hold its own, while Edgar Greenebaum Jr., research director of Television Shares Management Co., insisted "there's nothing like TV."

Mr. Safford took the view that the character of TV programming will be affected by transmission limits. "Until TV is economically feasible in towns of 150,000 persons or less, AM will hold its own," he said.

Mr. Greenebaum, formerly regional advertising manager of Emerson Radio, predicted AM will lose its potency on a gradually diminishing scale because, he said, it cannot compete with TV for the same audience—and win. Manufacturers are producing more video receivers than AM sets, which portends industry expansion, and television is attracting the investor's dollars, Mr. Greenebaum added.

VIDEO A MENACE

'Medical Journal' Warns

TELEVISION may prove a "health hazard" to its fans, the Pennsylvania *Medical Journal* stated editorially last Monday (March 28). Dr. Max H. Weinberg of Pittsburgh, in a *Journal* editorial, said he believes there is "no doubt" that television menaces the sight of its enthusiasts when fans "crowd into a small room . . . to watch performances for an hour and a half."

He urged the appointment of a professional committee, preferably of ophthalmologists, to study the effect of video on the eyes, and the minimum distances best for watching television. He also noted that the television industry itself "should be interested in this problem."

KMA-TV Joins CBS

KMA-TV Omaha becomes the 33rd affiliate of the CBS television network Sept. 1, the network announced last Wednesday. KMA-TV, to operate on Channel 3 (60-66), is owned and operated by the May Broadcasting Co., Shenandoah, Iowa. Owen Saddler is general manager.

LOOK TO ALLIED For Your Station Accessories

EMERGENCY DAY & NIGHT Service

NOW—for the first time—you can fill all your station supply needs from one single completely dependable source. ALLIED'S great *in-stock* resources and close contacts with all major manufacturers guarantee the fastest, most complete service ever offered the broadcast engineer. Bring your supply problems to ALLIED. Our broadcast specialists will solve them quickly and economically.

IN STOCK

Partial List of Regularly Stocked Equipment

Transmitting and TV Tubes, including 2P23, 5769, 7C24, 8D21, etc.; Test Equipment of all types; Disc and Tape Recorders and supplies; Pickups; Amplifiers; Patch Panels; Patch Cords; Tech Pads; Transformers; CAA approved Tower Lights Controls.

RCA • GE • PICKERING
ALTEC-LANSING
RADIO-MUSIC • JENSEN
UTC • THORDARSON
MAGNECORDER • PRESTO
AUDIO DEVELOPMENT
TECH • GOODELL • AUDIO

GET IT QUICK

EXPERTS ON THE JOB

ALLIED'S Broadcast Division is headed by commercially licensed broadcast operators. They know your problems—and will extend complete cooperation to keep your station running at top efficiency.

Just name your need, and ALLIED'S Broadcast Division—geared for immediate service—will see to it that you get exactly what you want—*when you want it*. Equipment stocks are kept at high levels to assure quick shipment of your requirements. All broadcast station orders, large or small, are given preferred handling. Get rid of supply headaches—use *one* dependable source—ALLIED!

EMERGENCY SERVICE

Write today for complete details of ALLIED'S Day and Night station supply service. Our specialists have made many an "impossible delivery"—kept station schedules moving smoothly. It will pay you to know how this unique service works. Just drop a line addressed to "Chet" Wharfield, at ALLIED RADIO.

GET THE ALLIED CATALOG

Outstanding 180-page Buying Guide to standard radio and electronic equipment. If you haven't a copy, let us know—we'll be glad to send one.

LOOK US UP AT THE STEVENS HOTEL AT THE NAB CONVENTION, CHICAGO, APRIL 6-13

ALLIED RADIO
BROADCAST DIVISION
833 W. Jackson Blvd., Chicago 7, Ill.

CHICAGO TELEVIEWING

Northwestern U. Report Released

CHICAGO televiewers, on the average, plan their TV house parties in advance, like commercials and tune-in after 7 p.m. These habits were indicated in the second of a continuing survey report conducted by Northwestern U. marketing students under the supervision of Dr. George R. Terry of the faculty.

The first study, concerning "The Effect of TV on the Social Habits of Chicagoland Families," was made last August in 331 homes. This second, and final, report is the result of personal interviews among 883 families in the city and suburbs.

Video out-rates AM "on many counts," but the margin decreases as the time of TV set ownership increases, the survey shows. Ratios for preference of TV follow:

	Sets Owned Less Than Six Mos.	Sets Owned More Than Six Mos.
More interest to children	47 to 1	14 to 1
More interest to teen-agers	14 to 1	6 to 1
More interest to adults	9 to 1	5 to 1
More enjoyable	8 to 1	8 to 1

In response to "Which offers the better programs?", AM took the lead with a ratio of 1.1 to 1 for each of the above groups.

Data on the effect of television on time normally spent on other forms of entertainment was analyzed by family size, occupation of the main wage-earner and income. TV was found to reach the large family, skilled and semi-skilled occupations and the middle income brackets.

Changes in motion picture attendance was most pronounced among families having children under 12 years old. The increase in TV house parties is greatest in homes where the head of the family is working in a skilled or semi-skilled job, where there are teen-agers or children under 12 or where the actual income ranges from $2,000 to $4,000. Change in daily radio and phonograph listening habits was greatest among the semi-skilled in the same income range.

At 54% of the homes checked entertainment is done at TV parties. At two-thirds of these homes parties are planned in advance. Twenty-one percent of the people invite guests twice monthly, 18%, once, and 16%, four times.

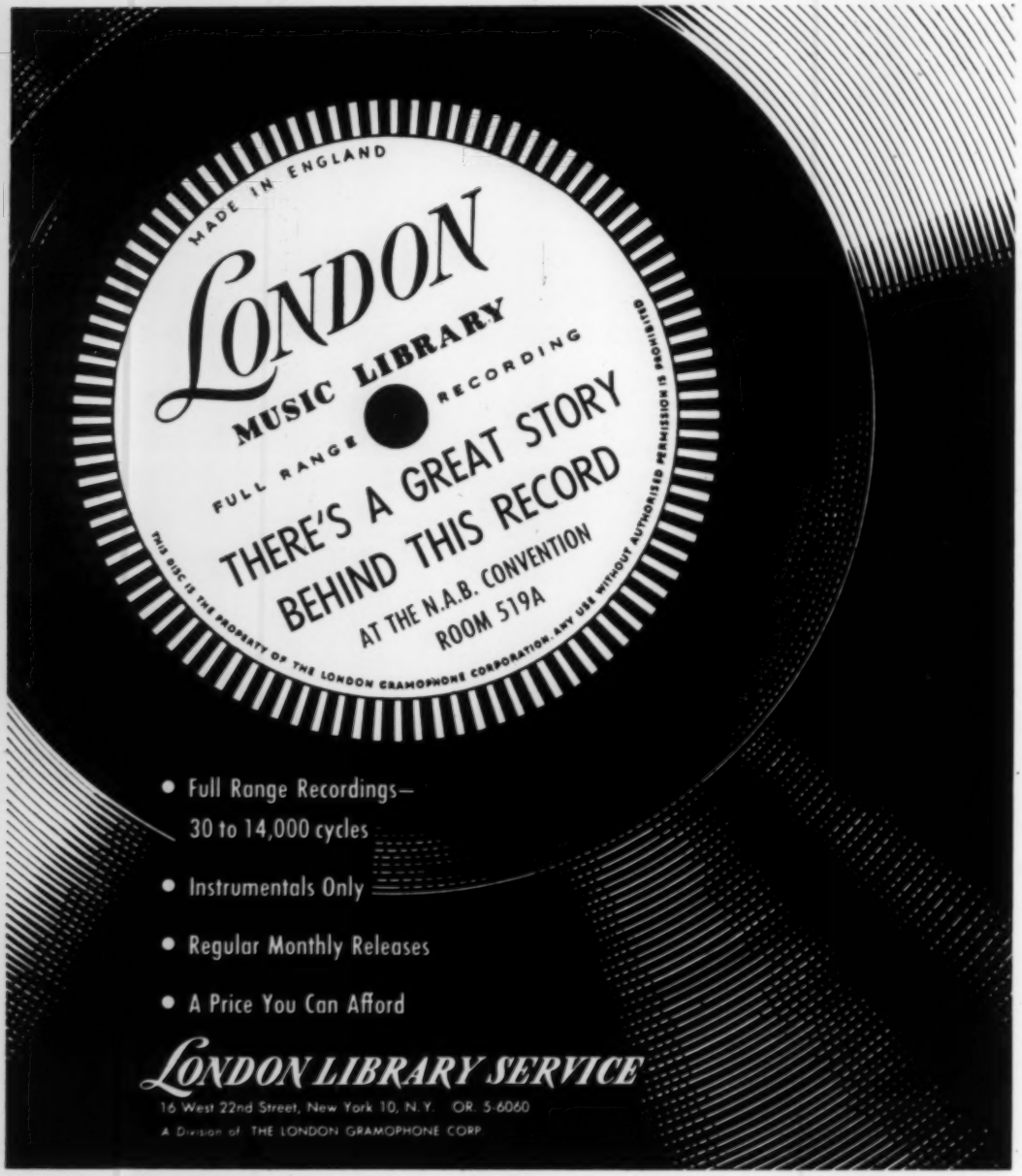
Work habits of the housewife are changed in more than one of every three homes. Changes, and the percentage of homes affected by them: the order of work, 22%; keeping evenings free, 15%; sewing and mending clothes, 15%; dishwashing, 14%.

Sets are viewed after 7 p.m. by 97%, between 5 and 7 p.m. by 49% and before 5 p.m. by 12%.

Almost one-half, or 46%, of the respondents like TV commercials, with 32% disliking them. Major reasons are shown below:

LIKE	
Interesting	22%
Visible	15
New and different	11
Entertaining	9
Clever	8
DISLIKE	
Too Long	31
Too repetitious	12
Too many	8
Badly timed	5
Silly	5

Reception was completely satisfactory with 92% of those interviewed. Of the remaining 8%, one-half complained about lack of picture clarity, fading and distortion.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TOP SHOWS

N. Y. TV Hoopers Issued

VARIETY show, *Texaco Star Theatre*, led the latest top ten television Hooperatings for New York, and Arthur Godfrey's *Talent Scouts* was second. Ratings follow:

TOP TEN TV HOOPERATINGS

(Regularly Scheduled Sponsored Television Programs) March 1949

	Station	Rating
1. Texaco Star Theatre	WNBT	79.7
2. Godfrey's Talent Scouts	WCBS-TV	61.3
3. Toast of the Town	WCBC-TV	56.4
4. Broadway Revue *	WABD & WNBT	51.7
5. Godfrey and Friends	WCBS-TV	44.1
6. Boxing Match (Gillette, Fri. 10-10:30 p.m.)	WNBT	42.2
7. We, the People	WCBS-TV	39.7
8. Preview	WCBS-TV	36.6
9. Amateur Hour	WABD	34.5
10. Believe It or Not	WNBT	33.2

* "Broadway Revue" was broadcast on WABD and WNBT. The rating is the combined audience to both channels.

TV STILL PHOTOS

WBKB Contracts With Acme

NATIONAL still picture coverage has been contracted for with Acme News Service by WBKB(TV) Chicago, it was announced last week by John H. Mitchell, general manager. Prints of pictures taken by the organization's photographers throughout the country will be processed in Chicago and rushed to the station for use on its Multiscope — a mechanism which provides viewers with time, temperature and news in one operation. Local picture service is supplied by the *Chicago Sun-Times*, with which WBKB has a working agreement.

Acme plans to offer the same type service to other stations using the Multiscope, according to Meade Monroe, manager of Acme Telestronix in Cleveland. Device will be demonstrated at the NAB Convention.

ANOTHER *First* FROM ELECTRONICS PARK—

PORTABLE AMPLIFIER

for FM • AM • TV

The only PORTABLE amplifier that gives you all this—

- **One sturdy, single unit,** containing amplifier, A-C power supply, and batteries—
- **Four** pre-amplifier channels with high-level mixing—
- **Light weight**—only 35 pounds including batteries—
- **Exceeds** electrical performance requirements for FM-AM-TV.

PLUS: Built-in test tone • Normal and high headphone levels • "Battery-saver" filament switch • Convenient accessibility of all components • VU meter dimmer control • Easy to carry.

ALL IN ONE PACKAGE!

See it at the G-E booth
NAB • Chicago • April 7th-12th

For full information, call the broadcast equipment representative in the General Electric office nearest you. Meanwhile, send for this FREE BULLETIN today!

You can put your confidence in—

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY
Bldg. 3, Electronics Park
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME.....

ADDRESS.....

STATION.....POSITION.....

CITY.....STATE.....

DuMONT AT AMA

Sees TV Costs Dropping

DR. ALLEN B. DuMONT, president of DuMont Labs, looked into the future of television Wednesday and predicted that in five years the cost per 1,000 listeners on television would in some cases be as low as that of radio.

He made that estimate before members of the radio-television group of the American Marketing Assn. in New York.

He said studies by DuMont showed that costs for the Jack Benny show on radio last year were 82¢ per 1,000 listeners as against $11.00 per 1,000 on TV for DuMont *Amateur Hour*. This year the Benny show costs were 93¢ per 1,000 while the *Amateur Hour* was down to $4.30, he said. His company had projected the costs into 1952, at which time he expected the cost per 1,000 would be about the same for each medium.

Five years from now, too, he said, there would be 1,000 TV stations on the air in 140 cities. They would reach 85% of the population and 60 to 70% of the homes in United States would have receivers.

By that time, too, coaxial cable would connect the entire country. Stations in this country also would be furnishing programs for Canada, Mexico and Cuba. He believed the sending of programs to Canada might start "quite soon."

Still looking into the future, he believed that color television was 10 to 20 years off. When it does come, a color television receiver will cost about two to three times as much as a black and white receiver. He explained that the components that go into a color set would cause the price to be that high in comparison with the simpler parts in black and white receivers.

Prices of black and white sets will not be greatly reduced in the next five or ten years, he further predicted. He said he looked for no more than a 10% drop in receiver prices. He explained that some of the price drops already made were in part accomplished by giving the consumer less set. He said, however, that some of the drop was made possible through mass production of viewing tubes. He indicated there would be still further economies in this direction but said he felt little savings were foreseen in the rest of the set.

Dr. DuMont also talked of the past, and immediate future of television, as well as of what may come some years from now. He traced the growth of the medium and said that present studies in his company's files showed that Brooklyn has the greatest number of television homes in the country—20% or one out of five homes being so equipped. By May 1, he said, all New York would show that 14% of its homes have sets. As of March 1, the U. S. had 1,315,000 receivers in operation.

He foresaw that in the next month or six weeks the FCC freeze on station assignment would be lifted. He further foresaw that as more stations joined networks cable costs would go down. He predicted that network operations will then become economic operations.

He believed it feasible in the very near future to assign UHF bands to stations in smaller communities where present power possibilities for UHF are sufficient to transmit into the whole area. In five years he believed it possible to generate the same power for UHF as for VHF. He said additional TV channels in New York would not be needed.

SARNOFF REPORT

Tells Truman U.S. Tops in TV

AMERICAN television development is well ahead of that in England, France and Italy, David Sarnoff, RCA and NBC board chairman, said at the White House Wednesday after a lengthy visit with President Truman.

Gen. Sarnoff said he reported to the President on general conditions in Europe in line with a request made just before he started on his recent foreign trip. He found conditions considerably improved.

England has a relatively small number of video receivers and only one transmitter, he said, with a similar situation in France where there are only 5,000 receivers and one transmitter.

Asked about color television, Gen. Sarnoff recalled that two years ago he had predicted color was at least five years away. He now feels it still is three years away, perhaps more. "The problem is to develop ultra-high frequencies into a stable service," Gen. Sarnoff said, adding that color is still in the laboratory experimental stage.

Present sets will be able to receive color transmissions in monochrome by use of a simple tuner or converter, he explained to newsmen. Answering another query, he said there was no basis for the present discussion of obsolescence in TV sets since present receivers will be useful for many years to come and will continue to receive normal service after UHF is introduced. RCA has applied to the FCC for permits to conduct field tests in UHF, Gen. Sarnoff said.

An officer in the Army reserve, Gen. Sarnoff is working on scientific developments of a military nature which he declined to discuss.

SHIPMENT of training films of Detroit Tigers arrive from Lakeland, Fla., and are examined by (l to r): L. J. Carey, vice president and general counsel, Michigan Mutual Liability Insurance Co.; C. B. Burch, company's vice president and secretary; John Pival, WXYZ-TV (ABC) Detroit program manager, and R. R. Otto, William I. Denman agency account executive. Baseball series began on station March 9, Wednesdays and Fridays, 7:15-7:30 p.m.

CANADA DRY MEET

Uses ABC TV Closed Circuit

CONDUCTING what is claimed to be the industry's first television "closed circuit" meeting, officials of Canada Dry Ginger Ale Inc., New York, discussed on Wednesday, March 30, the company's forthcoming promotion and sales plans, using ABC television facilities.

The company's regional and district personnel saw as well as heard such plans. They also were advised, via the special ABC-TV closed circuit, about *Super Circus*, the full-hour 5-6 p.m. ABC Sunday afternoon program, sponsored by Canada Dry, effective yesterday (April 3) on eight ABC stations, during its 5-5:30 p.m. period.

Speaking directly to personnel gathered at the eight stations, were Roy W. Moore, Canada Dry president; William M. Collins, vice president in charge of company owned operations; William S. Brown, vice president and advertising manager, and Ralph O. Nims, manager of sales and merchandising. Also appearing on the program were ABC vice president in charge of television, Charles C. Barry, and Ted Oberfelder, network director of advertising and promotion.

VIDEO SEMINAR

MBS Meet To Hear Schreiber

TELEVISION seminar will be conducted by Frank P. Schreiber, manager of WGN Chicago, at evening session of the annual Mutual affiliates meeting in Chicago next Sunday.

Jay Faraghan, WGN-TV program director, will outline programming, while Carl J. Meyers, WGN-TV engineering director, will discuss technical aspects. Seminar visitors will attend the station's simulcast of Rubin's *Stars of Tomorrow* program, aired on AM, FM and TV.

CHARLES BARRY

Article Cites TV 'Tyrants'

CHARLES C. BARRY, ABC vice president in charge of television, has written an article, "Tyrants of Television," appearing in the current issue of *The Atlantic*.

Mr. Barry cites as the "tyrants of television" the mechanical "obstinacy" of television equipment, overheated studios and "the long, grinding hours of rehearsal with never time for another take from the cameras."

The ABC vice president believes, however, that obstacles encountered in the early stages of television development will be overcome and that program producers "can be counted on to evolve a picture on the television screen that is as broad and as dramatic and as challenging as America itself."

ZIV, OBOLER

Cancel Agreement on Films

AGREEMENT whereby Frederic W. Ziv Co. was to release and distribute for radio-TV purposes the films and transcriptions brought back from Africa by Arch Oboler has been mutually cancelled.

Ziv felt that, because of other commitments, it would not be in a position to handle the Oboler material at this time.

Mr. Oboler, whose African expedition was financed by Ziv, will buy back rights to the material. Entire negotiations were on a friendly basis, it was emphasized.

MYCALEX 410 MAKES HISTORY

Sets astonishing high operational record for telemetering commutator used on aeronautical research projects . . . MYCALEX 410 only insulation to fill exacting requirements.

Illustrated are top and bottom views of the MYCALEX 410 molded insulation commutators manufactured to the specifications of Raymond Rosen Engineering Products, Inc., for Air Material Command and Navy telemetering projects. This commutator, with 180 contacts and 3 slip rings of coin silver, samples sixty channels of information such as air speed, altitude, angle-of-attack, temperature, pressure, voltage and other variables; and provides thirty synchronizing pulses.

To February 7, 1949, more than 200 hours of maintenance free, high speed, clean signal telemetering commutator performance has been logged on MYCALEX 410 Units. . . . Experience indicated four hours was optimistic . . . specifications hoped for ten hours . . . and the challenging problem was solved by MYCALEX 410 molded insulation.

SPECIFICATIONS TO BE MET IN PRODUCING MYCALEX 410 MOLDED INSULATION COMMUTATORS FOR TELEMETERING

O.D. 2.996" + .000 — .002 • Location of 3 slip rings and the 3 contact arrays from the center has a total tolerance of ± .001. • Contact spacing 6° apart ± 1 minute. • Parting line thicknesses on insulation body are + .002 —.000. • Concentricity between ball bearing bushing and O.D. .0015. • Assembly height from face of slip rings and contacts to Mycalex 410 has tolerance of + .002 —.000. • Every contact must be tested from its neighbor contact for infinity on a 500 volt megger meter • Plate ambient —20° C. to + 100° C. • Plate to operate at 95% humidity must not warp, crack, change in dielectric constant or resistivity • Contacts to resist high temperatures and must not loosen when repeatedly heated by soldering.

MYCALEX 410 molded insulation is designed to meet the most exacting requirements of all types of high frequency circuits. Difficult, involved and less complicated insulation problems are being solved by MYCALEX 410 molded insulation . . . the exclusive formulation of MYCALEX CORP. OF AMERICA . . . our engineering staff is at your service.

SPECIFY MYCALEX 410 for Low Dielectric loss. . . . High Dielectric strength. . . . High Arc Resistance. . . . Stability over wide Humidity and Temperature Changes. . . . Resistance to High Temperatures. . . . Mechanical Precision. . . . Mechanical Strength. . . . Metal Inserts Molded in Place. . . . Minimum Service Expense. . . . Cooperation of MYCALEX Engineering Staff.

SINCE 1919 MYCALEX THE INSULATOR

MYCALEX CORP. OF AMERICA

"Owners of 'MYCALEX' Patents"

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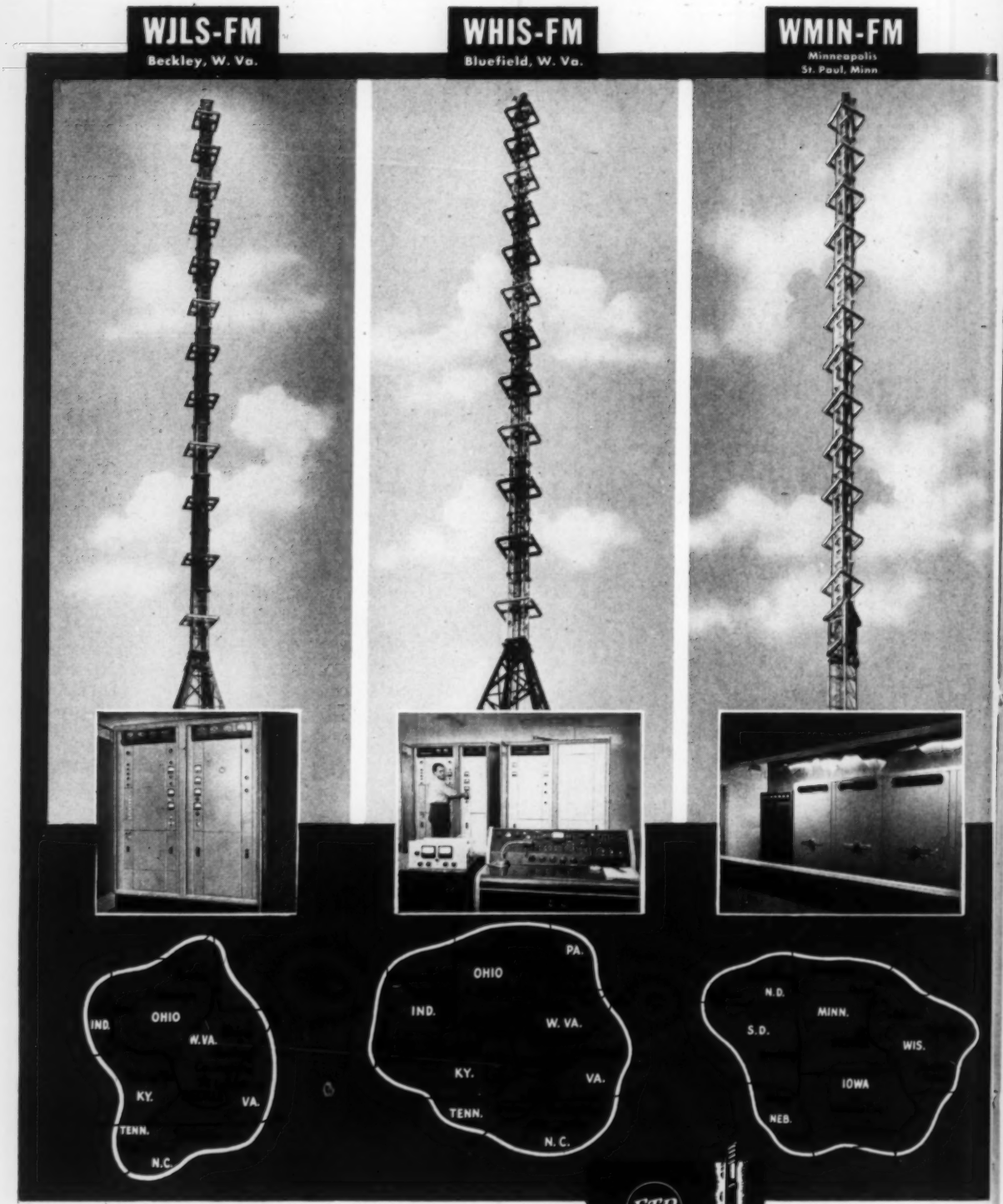

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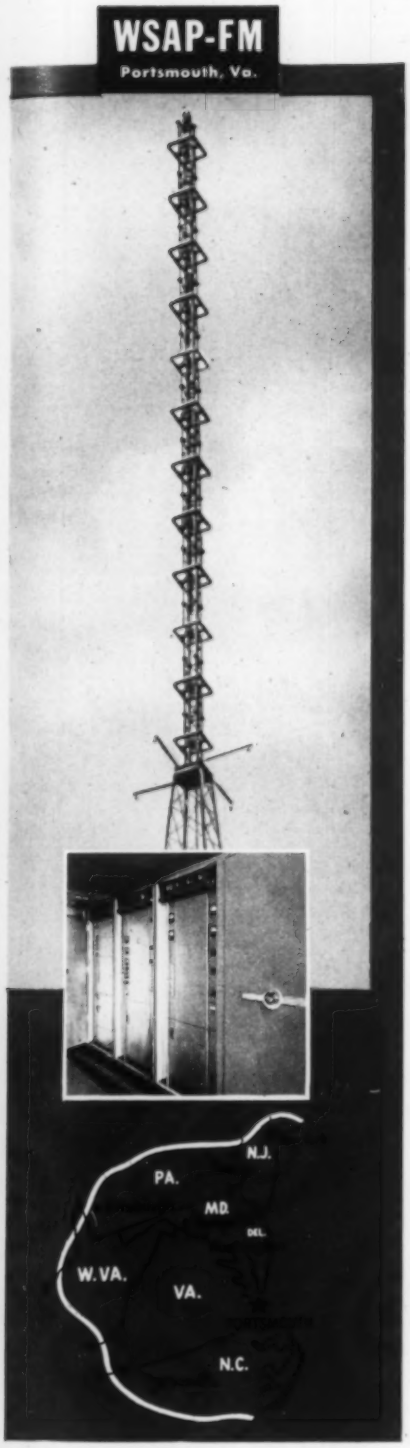
KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.



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Unbeatable

FM Combination

HIGH-GAIN SQUARE-LOOP ANTENNA

plus

"FREQUEMATIC"* TRANSMITTER

is setting new highs in

Coverage AND Performance...

A Federal Square-Loop Antenna—for maximum *coverage*—plus a Federal "Frequematic" FM Transmitter—for dependable high fidelity *performance*—make an unbeatable combination.

It's a combination that is bringing dramatic results to many FM stations. Here are four outstanding examples! All four selected the Federal 12-element Square-Loop Antenna as best suited to their requirements. In all four instances, this antenna is achieving an effective radiated power more than twelve times the kilowatt output of the Federal FM Transmitter.

The coverage maps show how this power takes effect—over unusually large areas—providing outstanding FM performance to wide-spread audiences. Letters from listeners report excellent signal strength . . . fidelity . . . tone quality.

Federal's Square-Loop Antenna is available in multiples of 2, 4, 6, 8 or 12 elements, to meet the requirements of every FM broadcaster. Since it offers *the highest gain in the field*, this Federal antenna saves substantially in over-all station costs, and in reduced power and operating expense year after year. Federal's "Frequematic" FM Transmitter is available in outputs of 1, 3 and 10 kilowatts.

Federal also offers all necessary associated equipment for the complete installation of any size station. For information, write to Department B-909.

*Trade Mark

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Export Distributors: International Standard Electric Corp. 67 Broad St., N. Y.

CANADIAN TV

CBC Gets $4 Million for '49

By JAMES MONTAGNES

CANADIAN Parliament at Ottawa March 28 granted the Canadian Broadcasting Corp. $4 million for TV development this year and set a policy whereby CBC board of governors will issue one TV frequency per city to private enterprise for TV stations.

CBC also is to be limited to one TV station per city for the present, but is to set up national television program production centers for servicing other TV stations throughout Canada.

First TV stations are to be at Montreal and Toronto, and CBC Chairman Dave Dunton announced that stations could be expected to start within 12 to 18 months, depending on site and delivery of equipment.

Canadian Assn .of Broadcasters' General Manager Jim Allard announced at Ottawa that CAB and private interests had not been consulted on government TV policy. He pointed out that CAB had offered TV for Canada without extra taxation, while government policy called for license fees to pay costs of CBC TV programming center. The government, he said, expected viewers' fees and commercial revenue to pay for TV within a few years.

Private broadcasters are not happy over the arrangement of one frequency per city and the necessity of forming an association among all private interests wanting a license in a center to share the costs and the channel.

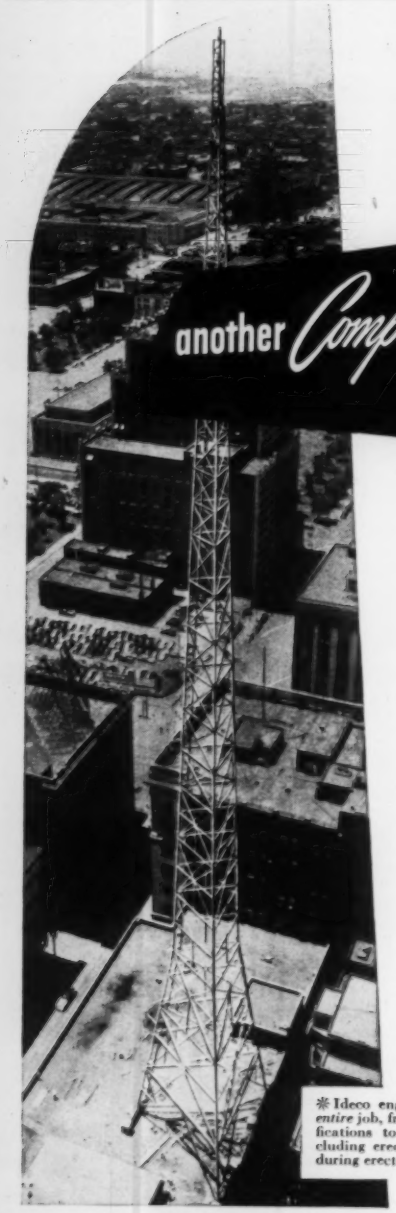
The CBC board of governors will be final authority on recommendations for TV licenses, and will have charge of all TV networks, Revenue Minister J. J. McCann announced. The policy of only one TV frequency per city for private stations is a temporary one, he said, and is open to change when TV development is further advanced. There are three TV frequencies open for Toronto and five for Montreal.

Wording of the limiting clause in the government statement is: "In any city or area in Canada, including Montreal and Toronto, a license to establish one private station will be granted to a private organization giving adequate assurances of financial means and of service."

Other important sections deal with development of Canadian programs. Canadian TV stations will be required to carry a certain minimum of national programs to be developed by CBC. Programs from other countries will be brought in, however. (With CBC having control of networks, this will also include bringing in programs from outside Canada.)

Well Covered

A WELL-covered town is Erie, Pa., which has had as its guests two *Life* photographers gathering material for a "*Life* Goes to a Television Town" article. Things got a little complicated when the *Erie Dispatch*, owner of WICU(TV), the central attraction, came out with a photographic coverage of *Life* as *Life* covered television. The magazine photographers spent several weeks in Erie, "covering every conceivable phase of the revolutionary effect on this community of WICU," according to the *Dispatch* story.



546 feet up over downtown . . . safely for KSD-TV St. Louis . . .

another Completely Engineered* TV TOWER by IDECO

Problem: to build a 450-foot antenna tower, designed for both FM and TV broadcasting, on top of a building in the heart of downtown St. Louis.

The St. Louis Post Dispatch picked IDECO to meet these exacting conditions, for two important reasons:

Triangular-section safety—Extra rigidity . . . reduced wind load . . . freedom from distortion . . . are provided by IDECO triangular design—an important factor in the 100% safety record of IDECO towers.

Complete engineering—IDECO engineering covers the *entire* job. KSD's TV tower is fed by 2 transmission lines. These were laid out and provided for in the tower design—as are also service platforms, relay transmitters and other special items when required.

IDECO towers are in service from coast to coast, for every type of radio application. Write for descriptive Bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY
Columbus, Ohio • Torrance, Calif.

*Ideco engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection during erection. *No extras to buy.*

Ideco
TRIANGULAR SECTION
towers
AM • FM • TV

LODGE ELECTED

First TV Man on SMPE Board

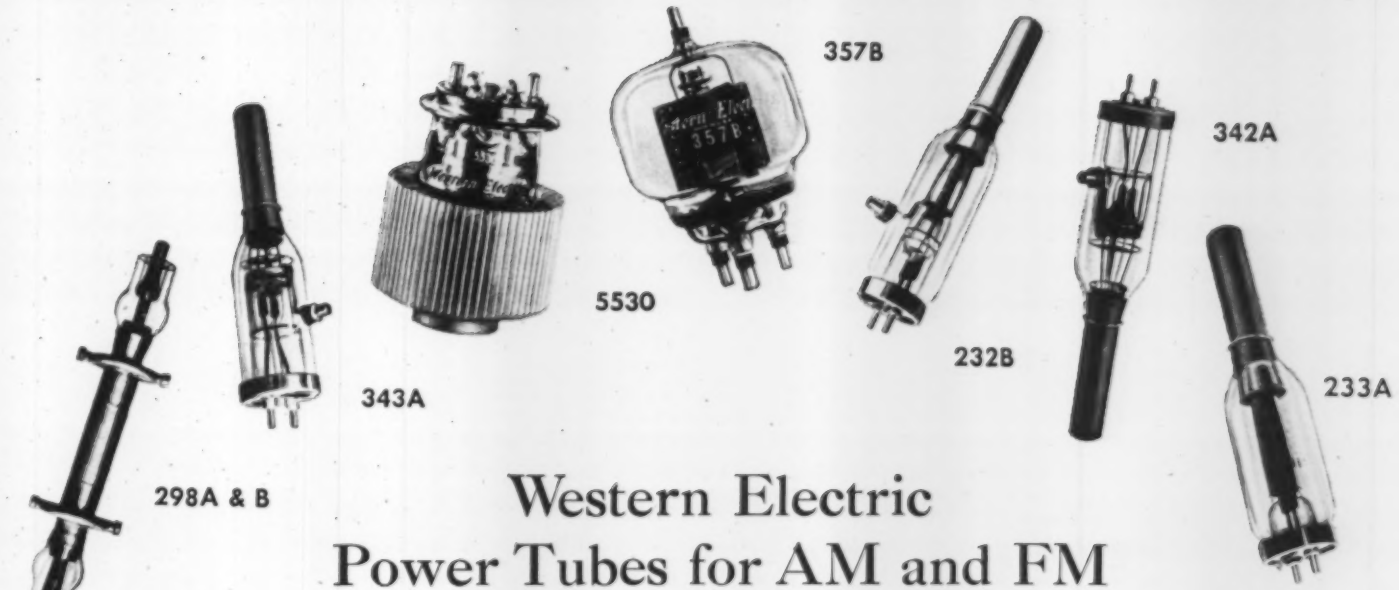
WILLIAM B. LODGE, CBS vice president in charge of general engineering, last week became the first television representative to be named to the board of directors of the Society of Motion Picture Engineers. The election of Mr. Lodge to the SMPE board was announced by E. I. Sponable, society president and director of research and development for 20th Century-Fox Film Corp.

Mr. Lodge

Mr. Sponable explained that the appointment of a television engineer to the board was the first in "a series of steps to help SMPE examine more closely the problems of television with an eye toward improving technical facilities, data and information leading to standardization which will benefit both industries."

WTVJ to DuMont

WTVJ (TV) Miami, which began operations March 21, last week reported affiliation with the DuMont Television Network. Bob Venn, WTVJ general manager, announced he has signed a two-year contract with DuMont. CBS headquarters in New York previously announced a working agreement with the station [BROADCASTING, March 28]. WTVJ also will use transcribed shows from the ABC television network, the station announced.

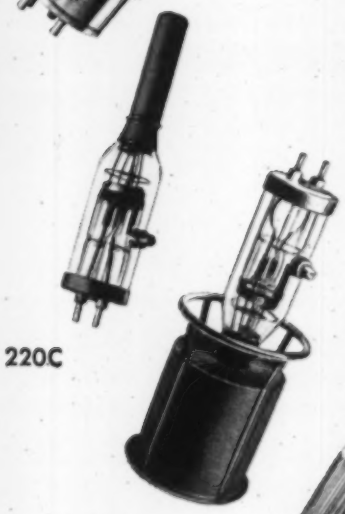


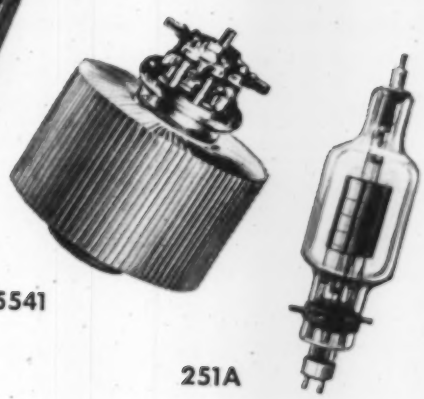
Western Electric Power Tubes for AM and FM

WHETHER your station operates on low power or high power, AM or FM, you'll find the tubes you want in Western Electric's line.

Always known for long service life and top quality performance, these broadcast power tubes and rectifiers—all engineered by Bell Telephone Laboratories—are now being made for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

Look over the listing of types below—and for further information, call your local Graybar representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.





Western Electric

—QUALITY COUNTS—

Distributed by GraybaR — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Western Electric's line of high power transmitting tubes includes:

212E	Air cooled triode, 275 watts
220C	Water cooled triode, 10 kilowatts
220CA	Forced-air cooled triode, 5 kilowatts
222A	Water cooled high vacuum rectifier, 25 kv. inverse voltage
228A	Water cooled triode, 5 kilowatts
232B	Water cooled triode, 25 kilowatts
232BA	Forced-air cooled triode, 8 kilowatts
233A	Water cooled high vacuum rectifier, 50 kv. inverse voltage
236A	Water cooled triode, 20 kilowatts
240B	Water cooled triode, 10 kilowatts
241B	Air-cooled triode, 275 watts
251A	Air-cooled triode, 1000 watts
255B	Mercury vapor rectifier, 20 kv. inverse voltage
270A	Air cooled triode, 350 watts
279A	Air cooled triode, 1200 watts
298A and B	Water cooled triode, 100 kilowatts
308B	Air cooled triode, 250 watts
340A	Water cooled triode, 25 kilowatts
341AA	Forced-air cooled triode, 5 kilowatts
342A	Water cooled triode, 25 kilowatts
343A	Water cooled triode, 10 kilowatts
343AA	Forced-air cooled triode, 5 kilowatts
357B	Air cooled triode vhf, 400 watts
363A	Air cooled pentode, vhf, 350 watts
379A	Air cooled triode, 1200 watts
5530	Forced-air cooled triode, vhf, 3 kilowatts
5541	Forced-air cooled triode, vhf, 10 kilowatts

PROPOSED GRANTS

KTHS, WARM WHP Favored

PROPOSED decisions were announced by the FCC last week to:

Grant request of Radio Broadcasting Inc., a John D. Ewing interest, to switch KTHS Hot Springs to West Memphis, Ark., and increase power on 1090 kc from 10 kw day, 1 kw night to 50 kw day, 25 kw night.

Grant KTHS group new AM station at Hot Springs on 550 kc with 5 kw day, 1 kw night to replace KTHS.

Grant WHP Harrisburg, Pa., switch from 5 kw day, 1 kw night on 1460 kc, directional night, to 5 kw fulltime on 580 kc, directional.

Grant WARM Scranton, Pa., change from 250 w fulltime on 1400 kc to 5 kw fulltime on 590 kc, directional.

Proposed denials were issued by the Commission to: Hot Springs Broadcasting Co., headed by former Gov. Carl E. Bailey of Arkansas and Publisher C. E. Palmer, seeking 50 kw fulltime on 1090 kc at Hot Springs; WMFJ Daytona Beach, Fla., for switch from 250 w fulltime on 1450 kc to 1 kw fulltime on 1090 kc; and WBAX Wilkes-Barre, Pa., for switch from 250 w fulltime on 1240 kc to 1 kw fulltime on 590 kc, directional.

Three Commissioners dissented in part from the majority opinion in the 1090 kc case. Comrs. Paul A. Walker, Rosel H. Hyde and Robert F. Jones favored grant of Hot Springs Broadcasting for 50 kw on 1090 kc at Hot Springs instead of the removal of KTHS to West Memphis with increased power. Comr. Walker stated that "the location of a station at West Memphis is not, in my opinion, within either the spirit or the letter of the reservation of the frequency 1090 kc for the State of Arkansas."

Comrs. Jones and George E. Sterling did not participate in the 580-590 kc decisions.

Basis of reasoning in both proceedings was Sec. 307 (b) of the Communications Act which requires that broadcast services be distributed efficiently and equitably among the states and communities.

The majority concluded that "on an overall basis, the West Memphis operation on 1090 kc and the Hot Springs operation on 550 kc" proposed by the KTHS group "will provide service, both daytime and nighttime, to substantially greater numbers of persons than the 50 kw operation on 1090 kc at Hot Springs" proposed by Hot Springs Broadcasting.

The KTHS dual proposals would result in daytime primary service gain of 2,163,801 persons and nighttime 855,006, the decision found. Substantial "white areas" not receiving any primary service also would be covered. The Hot Springs Broadcasting outlet would result in a gain of 396,281 persons daytime and 311,568 nighttime, FCC found. Substantial secondary coverage gains also would result by the KTHS operation at West Memphis, totaling 12,773,195 persons. This was compared with the 10,311,263 persons gain for Hot Springs.

The Commission majority further favored the KTHS group's proposals in that they would result in greater gains of people served within the state of Arkansas.

The proposed denial of WMFJ application was based on interference to stations in Cuba and the Dominican Republic, prohibited by the North American Regional Broadcasting Agreement.

In the 580-590 kc proceeding, the WHP decision was given separately from the rulings on the WARM and WBAX bids. The FCC granted petition of WHP for severance from the comparative consideration on grounds that no objectionable adjacent channel interference would be involved.

The Commission found that the proposed WHP operation would provide a first primary daytime service to at least 15,352 persons without such service and similarly at night to 43,176 persons. Total daytime population gain of 1,107,596 was cited and nighttime 202,674.

Between the WARM and WBAX proposals, the Commission found the former would serve substantially more persons both day and night than the latter. The decision also said Scranton receives only three primary services daytime and one complete service at night while Wilkes-Barre receives daytime service from three local stations and a fourth at Nanticoke and three local services at night. Scranton is the major city in the metropolitan area of Scranton and Wilkes-Barre.

Radio Broadcasting, licensee of KTHS, is owned 80% by Tri-State Broadcasting System, in turn owned 100% by The Times Pub. Co., publisher of the Shreveport, La., *Times*. John D. Ewing, Robert Ewing Jr., Wilson Ewing and Mrs. Esther Ewing Brown, brothers and sister, own the paper firm. The Times Pub. Co. also is 100% owner of KWKH Shreveport, a 50 kw outlet on 1130 kc.

Officers of Hot Springs Broadcasting includes the following: ex-Gov. Bailey, now attorney, president; C. E. Palmer, chief owner of Southern Newspapers Inc., publisher of two dailies at Hot Springs, and majority owner of News-Times Pub. Co. at Texarkana, first vice president; Vance Bryan, vice president, and Leon J. Wilson, advertising manager for the papers owned by Mr. Palmer, secretary-treasurer. There are to be about 40 stockholders in the firm.

Response ±2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

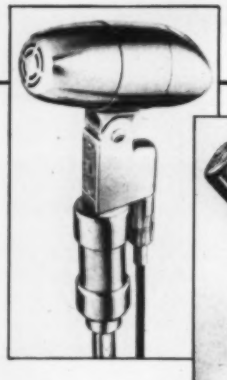
You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

New "650"
Response ±2.5 db, 40 cps to 15 kc.
Output −46db.
External Shock Mount.
Impedance Selector
List Price.....$150

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab



New "645"
Response ±2.5 db, 40 cps to 15 kc.
Output −50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100

The "635"
Response ±2.5 db, 60 cps to 13 kc.
Output −53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

WEBB PLAN

Thinks NAB Should Establish New Broadcast Ad Bureau

NAB should set up a separate Bureau of Broadcast Advertising to stimulate the sale of time and bring industry promotion in line with competing media, in the opinion of Frank V. Webb, general manager of KFH Wichita, Kan.

Mr. Webb

Such a bureau should have as its purpose "the sale and promotion of broadcast advertising as America's most effective means of influencing the purchase of goods and services, without an apology to anyone or to any other medium," Mr. Webb said.

Reminding that there are twice as many stations today as a decade ago, he said many outlets must have increased sources of advertising revenue. "Current advertisers must continue to be sold," he declared. "Such a national selling campaign requires manpower and brainpower. NAB is fortunate in having Maurice B. Mitchell as director of broadcast advertising. He could competently manage such a bureau, which would be responsible only to the board of directors."

Mr. Webb said the bureau should have an executive office in New York, with director, assistant director, general sales manager, general sales promotion manager and office staff, along with research and statistical specialists as well as artists and copy men. Field offices in Cleveland, Chicago, Kansas City and San Francisco would be staffed by managers and other personnel, similar to a station representative firm. Field men would be salesmen and speakers, using every sales promotion device and addressing business and other groups. They would be available to serve broadcaster groups.

"ANPA's Bureau of Advertising is literally undermining many advertisers' faith in broadcasting," Mr. Webb asserted. "Car card, outdoor and direct mail associations are, along with all magazine publishers, fighting for a larger share of the advertising dollar. In the meanwhile broadcasters are so busy scrapping among themselves, competitively, for the radio dollar that the true story of radio's overall effectiveness is not being told or sold properly.

"It's high time to start swinging on the theme that broadcast advertising is the world's most effective means of influencing the purchase of goods or services."

WHEN it comes to "combination men," it's hard to beat WBSR Pensacola, Fla., with its Bob Dietz, announcer-disc jockey-blacksmith. Here Mr. Dietz turns to the latter trade as he shoes a 2,380 pound Clydesdale show horse while his helper hangs on tight. The horse is one of a group traveling with the Wilson & Co. exhibit. It needed to be reshod but no blacksmith could be found until Mr. Dietz, who has been shoeing horses since he was a child, volunteered. Mr. Dietz is no amateur. He did blacksmithing with the Army for a couple of years and previously worked in several stables.

KFBI

THE BEST BUY

IN WICHITA, KANSAS

★ *because:*

KFBI AUDIENCE EXCEEDS THAT OF ANY WICHITA RADIO STATION *(BMB Figures).*

KFBI PRODUCES RESULTS FOR THE SMALLEST LOCAL ACCOUNTS AS WELL AS THE LARGEST NATIONAL ADVERTISERS.

KFBI IS OUTSTANDING IN KANSAS IN STATION PROMOTION, USING BILLBOARDS, SCREEN TRAILERS, AND 78 NEWSPAPERS IN KANSAS AND NORTHERN OKLAHOMA.

10,000 Watts Day
WICHITA'S HIGHEST POWER
1,000 WATTS NITE

KFBI
THE PIONEER VOICE OF KANSAS

1070 KC
WICHITA'S
BEST FREQUENCY

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

REILLY DROPPED

Prell to End Sponsorship

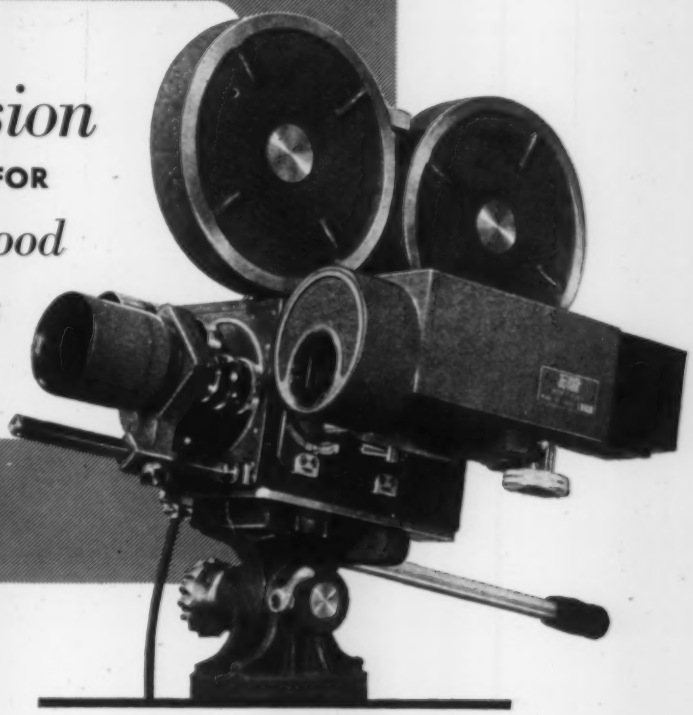
PROCTER & GAMBLE announced last Monday that it is, "with regret," dropping sponsorship of *Life of Reilly* at the end of this season as the "result of a change in the advertising strategy" for Prell, the product sold on the show. The program cost (NBC, Fridays, 10-10:30 p.m.), plus time charges, will represent about a $1 million cut, it is understood. Further plans for Prell were not announced.

In making public the decision to drop the show, Benton & Bowles, P&G agency on the Prell account, quoted Gail Smith, director of night radio for P&G Production, as follows: "This decision is a result of a change in the advertising strategy for Prell. . . . The Reilly show has for years been one of the most popular programs on the air, and it is with real regret that we give it up."

It is understood that B&B is trying to sell the show, which has a good Hooper, to General Foods.

WNAR Norristown, Pa., has begun a series of daily news programs from its new remote studio in Pottstown, Pa., enabling it to further expand its coverage in Montgomery County.

Television
IS READY FOR
really good films



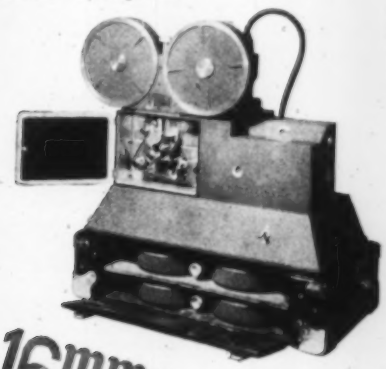
With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release — and of the finest quality consistent with allowable costs.

The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

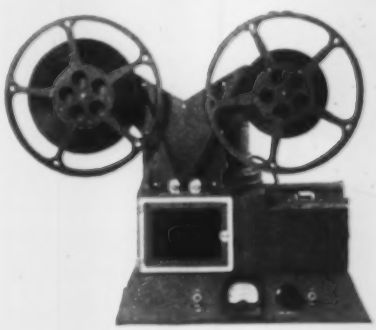
A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Professional Motion Picture Camera — unapproached in the 16-mm field for accuracy — for versatility.

Maurer 16-mm Film Phonograph — a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



Maurer 16-mm Recorder produces sound tracks of the highest quality and fidelity. Standard amplifier equipment provides the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.



16mm maurer

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

WQUA PETITION

Charges Network Violation

PETITION was filed with FCC last week by WQUA Moline, Ill., requesting that the renewal application of CBS-affiliate WMT Cedar Rapids, Iowa, be designated for hearing on alleged violation of the Commission's network regulations. WQUA asked to participate in the proceeding.

Signed by Bruff W. Olin Jr., president and general manager of WQUA, the petition charges that WMT unlawfully has induced CBS to refrain from negotiating with WQUA to provide network service to Moline. Mr. Olin said that Moline was not in the WMT primary service area and hence Sec. 3.102 of the Commission's rules is being violated. The rule forbids exclusive affiliation agreements covering areas not within the primary service area of the outlet involved.

Mr. Olin first complained to the FCC about the situation in October 1948 and no action has yet been taken, the petition said. At that time he told the Commission that CBS "apparently" intended originally to affiliate with WQUA when the station was proposed in 1944, but refused after it was granted in 1946 [BROADCASTING, Oct. 18, 1948]. WQUA then signed with MBS.

He said "the admitted reason why CBS continues to refuse affiliation to WQUA is the admitted opposition of the executives" of WMT. His complaint further cited introduction of NBC competition in that area and lower program ratings for CBS as additional reasons why the network "should be even more interested in a WQUA affiliation." Mr. Olin said that BMB figures prove that WMT gives only secondary service to Rock Island County, WQUA's immediate service area.

The FCC in December advised WQUA that a "preliminary engineering examination" indicated Moline is within WMT's primary area and that it found no violation as alleged. But WQUA replied that the engineering rules were not absolute on this point.

SEATTLE FM

New Outlet To Open Soon

PLANS for a new FM-only station, to be opened in Seattle within four months, were announced last week by Ellwood W. Lippincott, former chief engineer of KELA Centralia and now with Weyerhaeuser Timber Co. as radio communications engineer. No call letters have been assigned as yet, but Class B permit has been issued to Mr. Lippincott by the FCC [BROADCASTING, March 14].

Operating on Channel 260 (99.9 mc) with 2.1 kw, the station will be on the air from 8 a.m. to 10 p.m. at the start, Mr. Lippincott said. Plans are being made to later extend the broadcasting hours to midnight. Transmitter will be located on Roosevelt Hill, and programming will be directed primarily to residents of the university district.

A Yankee Returns

SPORTSCASTER Jack Lee, a Yankee from Boston, is back at a 250 w North Carolina independent, W G B R Goldsboro — and by public demand, the station reports. At close of the football season last fall, Mr. Lee left WGBR and went back to Massachusetts. With the baseball season coming up, Coleman Scott, WGBR manager, went on the air with an announcement that if enough folks would let him know they wanted Mr. Lee back he'd see what he could do about it. The result: More than 1,500 letters and postal cards requesting Mr. Lee's return.

Mr. Lee

OHIO NETWORK

Standard's Directors Meet

NEWLY elected board of directors of the Standard Network (Ohio) met last week in Cleveland to prepare a comprehensive program plan involving expansion of the network's present broadcast schedule.

The directors are Tom Rogers, WCLT Newark; Gene Trace, WBBW Youngstown, and Bob Beer, WATG (FM) Ashland. J. R. David, WTFM (FM) Tiffin, is alternate director. The directors were elected and arrangements for statewide broadcasts of Cleveland Indians games this season were made at a meeting in Mansfield March 24 attended by 31 representatives of Standard affiliates.

Attending the meeting were: Mr. Rogers; Mr. Trace; Mr. Beer; W. W. Walrath, WICA Ashtabula; Robert Atterholt and Richard Leidy, WATG; Tony Gates and Frank Hoiles, WFAH (FM) Alliance; Gene Ragle, WCLT; E. B. Evans, WWST Wooster; Bernard Morley and James Sigman, WTNS Coshocton; R. W. Mack, WIMA Lima; Earl Hurst and Glen Boyles, WFOB (FM) Fostoria; Arthur W. Davis and S. L. Huffiman, WCMW Canton; E. A. Heiser, WLEC Sandusky; G. T. Cowen and Frank Curtis, WTRF Bellaire; J. W. Kerr and Robert F. Wolfe, WFRO (FM) Fremont; Bert Charles, Bob French and Tom Buchanan, WVKO (FM) Columbus; Wayne Byers and Dick Roll, WTFM; Frank Blumer, G. C. McKelvey, Charles Hunter and C. F. McLaughlin, WJW Cleveland.

RTPC

WILL BE

AT NAB CONVENTION

Come See Us - - Room 530-A

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVE. • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

area 7 hottest spot at the NAB convention

It's in Area 7 that you will find the Collins broadcast equipment display at the NAB show, Stevens Hotel, Chicago, beginning April 6.

As a first hand means of keeping up-to-date on the latest developments in equipment design, plan to make the Collins exhibit your first stop. Included are:

The Collins 21B 5 kilowatt AM transmitter, designed and built as a husky 10 kilowatt job, which can be converted later for 10 kilowatt operation. The conversion is accomplished with a minimum of additional parts, at a minimum of cost, and without loss of 5 kilowatt air time.

Latest version of the highly regarded Collins 20T 1 kilowatt AM transmitter, with the most modern refinements.

Collins 737A 5 kilowatt FM transmitter, which, with a 4 to 12 bay Collins 37M FM antenna, provides by far the most economical way to radiate 20 to 60 kilowatts of FM power. This is the only 5 kw FM transmitter on the market.

Collins 2 bay 37M FM antenna . . . speech equipment . . . accessories.

Collins sales representatives from all parts of the United States, and Collins broadcast equipment engineers, will be on hand to show you around and answer your questions.

Remember Area 7. You will be welcome.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring St.
Los Angeles 13, Calif.

Associated *proudly* *presents...*

EVELYN KNIGHT

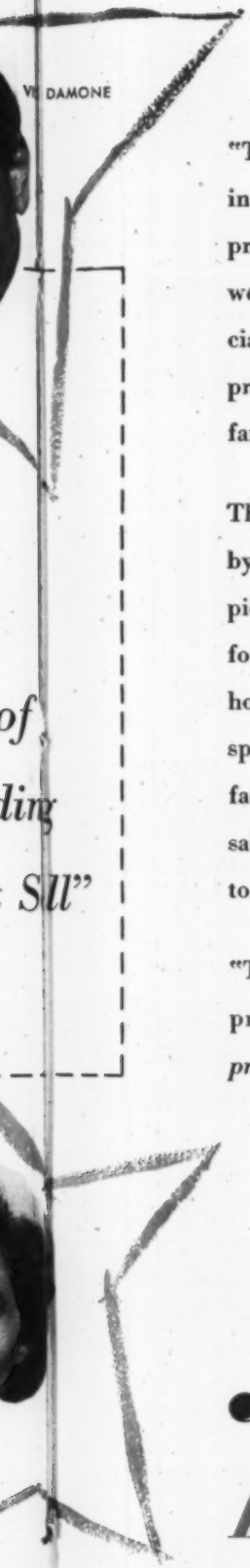
"*The Stars Sing*"

another in the Series of Profit-building "Shows that Sll"

KAY ARMEN

PHIL BRITO

MINDY CARSON



"The Stars Sing" is a program for the most discriminating sponsor on your prospect list...a show that is professionally programmed for real sales impact 52 weeks a year...completely flexible for local commercial requirements...and one of many profit-building programs produced for Associated's widespread radio family of more than 700 stations.

The same big-name artists that are heard and enjoyed by millions of faithful radio, television and motion picture fans step out on the Associated "stage" to perform for your local sponsors in this sparkling quarter-hour, five-times-a-week show. Each star has recorded special themes...scripts provide for accurate cue-ins, fades and placement of commercials...a complete sales and audience promotion kit becomes available to Associated subscribers.

"The Stars Sing" is just one of the many valuable program properties in the Associated library... *programs built to sell both advertiser and listener.*

This is Associated...

- Completely diversified library of more than 5000 selections.

More selections by more performers

- Two full program-hours of new music each month.

Talent selection with a "sixth sense"

- 14 hours of planned programming each week.

Specially arranged themes for artists

- Vertically recorded on quality-controlled, cherry-red Vinylite.

Wide variety of production aids

- Modern, streamlined steel cabinet and rapid index system.

Across-the-board programming without repetition

- Complete promotion aids.

Come up and see the "Shows that Sell" showcase, NAB Convention Headquarters—Suite 509-A

FIRST CHOICE AMONG
AMERICA'S BEST-PROGRAMMED STATIONS

Associated program service

A DIVISION OF MUZAK CORPORATION
151 West 46th Street, New York 19, N. Y.

Editorial

The 'Intellecturers'

OUT OF the frothing seas of these troubled days there has washed upon the world's shores a new and disturbing species—the intellecturers.

These phenomenal mental-migrants found harbor last week in New York under the nominal banner of the "Cultural and Scientific Conference for World Peace." As predicted by our own State Department, the meeting developed into a sales clinic for Communism.

Dr. Harlow Shapley of Harvard U., an astronomer, was chairman. This is the same star-gazer who consistently finds Russia looming at the large end of his telescope each time he scans the astral universe.

In October 1944 Prof. Shapley, doubtless during a lull when the overcast arrested his scientific pursuits, devoted his energies to an attack on American radio—notably the singing commercial. He compared our radio to "yellow journalism" which "has been built on the hypothesis that we should decivilize by way of the instinctive vulgar taste of the mob."

One of the "mob," Harry Bannister of WWJ Detroit, took exception to this intellecturer, and his observations were printed in these pages that year (October 23). Dr. Shapley, as a radio oracle, hasn't been heard from since.

Dr. Shapley now has found a larger amphitheatre for his gargling. He has stepped from media to the world at large.

Heavens, what next?

Antenna Dilemma

THE REQUIREMENT that antenna systems and tower sites be approved by the CAA has always caused headaches. While the approval may be necessary, the headaches are not.

The pending Belleville-East St. Louis case [BROADCASTING, March 28] suggests a remedy for at least one of the aggravating aspects of the problem. One of the questions there, in substance, is whether FCC should refer applications to the CAA for clearance after hearings, as now, or in advance.

We do not presume to approach the question from the standpoint of this pending case, where there may be particular circumstances which control. We do suggest that if FCC procedure had provided for CAA's views to be made known in advance, then the question probably wouldn't be plaguing the proceedings at this point.

As a general policy it seems highly desirable to get CAA's position on the record of any competitive hearing or any case involving a directional antenna. Let FCC refer these applications to CAA when it starts processing. If CAA turns thumbs down, let the applicant be notified. If need be, let the question of site suitability be an issue of the hearing, and let CAA representatives come in and testify.

Such a policy, which FCC once followed, could have many benefits. In competitive cases the coverage an applicant proposes is often a factor in FCC's decision; yet his coverage may be substantially changed if he finds it necessary, afterwards, to find a new antenna site or even rearrange his towers.

Many broadcasters can testify that CAA has seemed unnecessarily arbitrary as well as slow to act. WOR New York, in another pending case, has had the baffling experience of being told that its proposed new directional array was disapproved in Washington after CAA field investigators approved it.

It is in cases of this sort that getting testimony on the record would prove most helpful. Holding up their reasons to public scrutiny — and cross-examination by opposing counsel—should make the CAA brass less likely to say no without good cause. Both applicants and FCC could proceed with greater assurance, and the likelihood of capricious CAA action would be materially reduced.

Slip-Stick Strategists

THIS WEEK, Wednesday-through-Saturday, the second annual engineering conference, under NAB auspices, holds forth at Chicago. It is a sort of technical-business symposium to appraise where the mass radio media have been and where they are headed. There are ponderous matters on the agenda fundamental to the art, because radio begins and ends with engineering—from transmitter to receiver.

In their deliberations, these slip-stick strategists should review the recent past to enable them better to contemplate the future. Radio served as the fourth arm of offense in World War II. The official records are replete with the magnificent contributions made by our laboratories, our manufacturers, our scientists and our engineers in bringing total victory. Radar, radio-guided missiles, sonar, loran are but a few of the war-propelled miracles stemming from radio. Television and the miraculous Ultrafax, which is virtually instantaneous high-speed TV recorded transmission, are among the radio weapons thus far spawned in the post-war era.

There are no radio memories too short to recollect the war-imposed freezes in radio; the rationing of tubes and other equipment; the excruciating manpower shortage; the armed guards at transmitters, and the "no admittance" signs at studios. Yet American radio completed its war service without a single major untoward incident.

FCC Chairman Wayne Coy told Armed Forces Communications Assn., at its third annual convention in Washington last week, that no nation had ever been so well-equipped with civilian communications facilities. He underlined mobile services and the 200,000 motor vehicles equipped with two-way radio. Brig. Gen. David Sarnoff, RCA chairman and retiring president of AFCA, predicted that TV may be the deciding factor in any future war, because the winning side will be that which "sees farther, sooner." And Gen. Sarnoff, who was instrumental in evolving the tactical communications system in the European theatre in World War II, has demonstrated uncanny foresight in predicting electronics destinies.

Today we hear and read about cold war, iron curtain, pseudo-hostility and grimacing across international borders. By whatever name it may be called, mobilization is with us.

The importance of technical radio in this jumpy world is established. In view of this, we propose prompt activation of a plan whereby radio engineers would be enrolled in a communications reserve. They should hold appropriate rank, based upon qualifications. They should undergo active training, periodically, on the nature of their functions in a national emergency. There should be integrated plans for maintenance of broadcast equipment and of stock-piles to keep the transmitters going. Radio's status as the swiftest and most direct means of contact with the populace is established.

We hope the NAB Engineering Conference follows through with an appropriate recommendation to the NAB Convention designed to carry some such program to fruition.

Our Respects To —

ROYAL VARNEY HOWARD

ROYAL V. HOWARD was born to engineering and gadgetry. Grandpa Royal V. Howard I invented threshing machines. Papa Howard II found an outlet for engineering talents in the development of the Far West, including the Natron rail cutoff across Great Salt Lake.

The life of a western engineer a generation ago was a nomadic one. Consequently, the latest edition of the Royal V. Howards had acquired by his early teens a working knowledge of the West and Northwest, an interest in engineering and inventing and a diversified fund of information absorbed in many of the region's public schools. Now he sits in a key industry post—director of the NAB Engineering Dept.—with a versatile background to help direct radio's technical progress.

The first practical evidence that the youngest Howard, then 14, was running true to family tradition became apparent in a sling-borne arm. The broken appendage was the proud relic of a home-made glider that really flew until it suffered structural abuses in a somewhat less than three-point landing.

During his shuttling from city to city young Mr. Howard found time to play football, basketball and baseball, and compete in track meets for a number of schools. A diligent search of the Howard effects might yield five high school football letters, one more than the normal quota.

From his birth in mid-August 1905—the exact date is a matter of historical controversy—Royal Howard applied himself to his studies no matter where he lived, winding up with a BS degree at Polytechnic College of Engineering. He got into radio early in life and he's been there ever since. A licensed amateur at 15, he devised his own equipment and antennas. The setup was so successful that in the early 20s he became the first to transmit a radiotelephone signal across the Pacific, and first to talk to Alaska. At the same time he got interested in broadcasting and built KFAT Eugene, Ore., which later became KORE.

Spanning the Pacific with his voice was the accomplishment that got him into radio for keeps. His persistence in calling Argentina and New Zealand, supported by ingenuity in antenna design, got him into *Who's Who in Amateur Radio, 1923.*

During the mid-20s he built and operated commercial radio telegraph stations in Alaska during summer vacations. That's when he spanned the Bering Sea to send his voice

(Continued on page 105)

"Music," the sage Longfellow remarked, "is the universal language of mankind." And good music, programmed always over WQXR and WQXR-FM, is the language that keeps more than half a million New York families constantly tuned to these stations. So constantly, indeed, no other station can reach them so effectively. These families love good things as they love good music... and can afford to buy them, too. Advertisers regard them as the most inviting segment of this biggest and richest of all markets. Whatever language you speak ...may we help you speak it more profitably through music?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Management

HAROLD ESSEX, managing director of WSJS Winston-Salem, N. C., and vice president of Piedmont Publishing Co., licensee of station, has been appointed to board of directors.

JOHN W. KIRKPATRICK, former manager of WORD Spartanburg, S. C., has been appointed manager of Montgomery (Ala.) stations WCOV WCOV-FM. **G. W. COVINGTON Jr.,** owner of four Alabama stations, has announced, **ED ESTES** manager of Mr. Covington's WGWD Gadsden, has been promoted to general manager of entire chain, which includes WGWC Selma.

Mr. Kirkpatrick

HERBERT STONE and **HENRY FRIELINGHAUS III** have been appointed vice presidents of WKBS Oyster Bay, L. I., N. Y. Mr. Stone will handle sales and promotion and Mr. Frielinghaus will direct commercial operations. Both men were formerly associated with newspapers.

STERLING W. FISHER, NBC manager of public affairs and education, has been appointed to board of governors of Institute for Democratic Education, New York. Mr. Fisher replaces Dr. James Rowland Angell, deceased [BROADCASTING, March 7]. Mr. Fisher has also been appointed member of education committee of RCA.

RADIO CENSUS

Willard Urges Set Count

PASSAGE of legislation for the 1950 Housing Census was urged last Tuesday by A. D. Willard Jr., NAB executive vice president, in a letter to Chairman Tom Murray (D-Tenn.) of the House Committee on Post Office & Civil Service. Mr. Willard wrote the chairman that the census makes possible the most equitable distribution of goods and services and that it carries the endorsement of NAB and related advertising industries.

A question on radio ownership would appear in this half of the 1950 census should the Census Bureau approve its inclusion. The Population-Agriculture Census for 1950 already has been authorized. Mr. Willard wrote Chairman Murray that a radio set count in 1950 is all the more important since it could provide for the first time a reliable count of television as against radio homes.

D. C. Fast Time

PROPONENTS of daylight saving time appeared last week to have scored their first major victory this year after the House and Senate agreed to a bill permitting the District of Columbia Commissioners to establish fast time in the Washington area from April 24 to Sept. 25 of this year only. The measure (S-135) was sent to President Truman March 29.

1895 Morgan H. Sexton 1949

MORGAN H. SEXTON, 53, general manager of the Clinton Broadcasting Corp. and KROS Clinton, Iowa, died March 27 at his home in Clinton. He had been in ill health for some time. Funeral services were held March 30 at St. Mary's Catholic Church, Clinton, and burial was at Rock Island, Ill.

Associated with radio in the Midwest for about 25 years, Mr. Sexton had been KROS general manager since the station went on the air in September 1941. He entered radio at WOC Davenport, Iowa, and subsequently was connected with WHBF Rock Island, WCCO Minneapolis and WMAM Marinette, Wis.

Mr. Sexton was born in Rock Island April 14, 1895. His father, M. H. (Mike) Sexton, was for many years a chief executive in minor league baseball.

Before turning to radio, Mr. Sexton had been in the advertising department of the Rock Island *Argus*. At one time he was the vaudeville partner of Charles Correll, the Amos of the Amos 'n' Andy radio team.

Recently he had been doing double duty between KROS and KCRI, now being readied for operations at Cedar Rapids, Iowa. There was no immediate announcement as to Mr. Sexton's successor at the stations.

Mr. Sexton is survived by his wife, Mrs. Natalie Holmes Sexton, a son, Robert, of Niagara Falls, N. Y., and a brother, Kenneth, who lives in Florida.

Mr. SEXTON

TBS Affiliates Increase

TRANSCRIPTION Broadcasting System now has 186 station affiliates, according to Raymond R. Green, vice president. He said that when the network started Feb. 15 it had 116.

WBT MAKES A GOOD

WHEN WWL New Orleans received word March 24 of break in main levee of Mississippi River, it chartered a seaplane and sent two of its staffers to scene. John Kent, news commentator, and Jack Halladay, a reporter for the station, landed plane where break occurred and presented description of flood. Break threatened town of Port Allen, La., and rich Louisiana crop lands.

FREE TIME POLICY

CAB Prepares Questionnaire

ALL APPLICANTS for free time on Canadian stations, members of Canadian Assn. of Broadcasters, must apply to the CAB for such time. A questionnaire has been drawn up by CAB for use by applicants for free time, basis of which is a question on how much advertising is being purchased in other media. CAB points out that "no campaign will be recommended for free time donation by its members when expenditures are being made in other media, including printing other than letterhead, unless a proportionate share of such expense is spent in radio advertising."

This move by the CAB is important in view of the increasing number of free time applications received by Canadian stations, from organizations which spend advertising dollars in other media.

WTOP Washington has added a half-hour to its Sunday broadcast schedule, has shifted time of eight shows, and added six programs for that day. New sign-on time is 7 a.m.

New Business

(Continued from page 15)

MILWAUKEE LAUNDERERS Assn. appoints Loise Mark & Assoc., Milwaukee, Wis., to handle advertising. Radio and TV will be used.

PETERS BRANCH, International Shoe Co., St. Louis, renews contract for 12th year for sponsorship of *Air Adventures of Jimmie Allen,* through Russell C. Comer advertising, Kansas City, Mo. Transcribed series is aired on various stations coast to coast.

Network Accounts • • •

CHESEBROUGH Mfg. Co., New York, appoints Cayton Inc., also New York, to handle its video advertising for Vaseline Cream Hair Tonic. Company will sponsor *Greatest Fights of the Century,* highlights from championship bouts of past, on NBC-TV, Friday nights, following the Gillette-sponsored fights.

A. S. BECK Shoe Corp. sponsoring *Candlelight Revue* on NBC-TV, Thursdays, 10-10:30 p.m. EST [BROADCASTING, March 21]. Agency: Dorland Inc., New York.

Adpeople • • •

ALFRED N. STEELE elected first vice president of Pepsi-Cola Co., Long Island City, N. Y., in charge of sales and operations in United States.

JOHN A. CROWE elected a vice president of American Tobacco Co., New York. He has been with firm since 1912, and has been member of board of directors since 1931.

SPEEDWAY CLASSIC

Perfect Circle Again on MBS

MBS WILL ASSIGN seven broadcast crews to cover the annual 500-mile Indianapolis Speedway racing classic May 30, the network announced last week. Perfect Circle Piston Ring Co., Hagerstown, Ind., through Henri, Hurst & McDonald, Chicago, sponsors the annual event over the full Mutual network.

Four broadcast periods, covering critical stages of the race, will be offered by MBS. Time periods will be announced later. It was also indicated, but not confirmed, that radar might be utilized in some fashion this time. Stratovision had been discussed as a possibility last year, but that coverage failed to materialize.

WATV(TV) Newark, N. J., was to present an exhibit of television engineering equipment April 2 in Newark College of Engineering as part of school's annual visitor's day.

IMPRESSION ... *many million times a week!*

When WBT first began serving the Carolinas, 28 years ago, "promotion" was a small boy who used to run through the streets of Charlotte, announcing to a handful of crystal-set owners that the South's pioneer station was on the air.

Since then, 50,000-watt WBT has become a power in the daily lives of almost three-and-a-half million people in 95 counties... and promotion has helped set the pace all the way. Using many different media...

NEWSPAPERS (more than 1,000 lines weekly)
ANNOUNCEMENTS (average of 350 weekly)
POINT OF SALE DISPLAYS (in food and drug stores)
MERCHANDISING MAGAZINE (mailed regularly to retailers).

Such impressive promotion—making extra impressions for WBT programs—is one reason why WBT averages a larger audience in Charlotte than *all* other stations combined.* (In the 94 "outside" counties, WBT has virtually *no* Charlotte competition.)

If you want to make a good impression—and an impressive sales record—in the Carolinas, WBT can show you how.

*C. E. Hooper, Dec. 1948–Jan. 1949 (or any other Hooper Survey ever made!)

WBT
Jefferson Standard Broadcasting Company
50,000 watts
Charlotte, N. C.
Represented by
RADIO SALES

$1,500 inventory abolished— at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.

Remember, $4.46 *included* speedy pick-up and delivery service, too. *More* protection, because you get a receipt for every shipment. Air Express is the *world's fastest* shipping service.

Your Air Express shipments go by the Scheduled Airlines direct to 1300 airport cities; fastest air-rail for 22,000 off-airline offices. Shipments keep moving with 'round-the-clock service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9-lb. carton of new styles goes 1400 miles for $3.99.
(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no *extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
AIR EXPRESS — GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

Commercial

WALTER HOLOHAN, member of ABC Central Division AM sales staff for past four years, has been transferred to network TV sales department. **ROBERT BRETHAUER** has been named account executive in network sales, while **ROBERT ATWOOD** succeeds him as sales service manager.

KSYC Yreka, KSUE Susanville and KBLF Red Bluff, all California, have issued a combined rate card. Identical rate has been adopted because of similarity in size and character of markets and power of stations. A discount of 15% is planned in addition to one billing and one representative.

BOB THOMAS, formerly program director, has been appointed assistant commercial manager of WGAI Elizabeth City, N. C.

DAREN McGAVREN has joined sales staff of KXOB Stockton, Calif.

KEITH PINION, KXOB Stockton, Calif., is the father of a boy, George Bryan.

EDDIE FRITZ, former conductor of his own instrumental trio in Chicago, has joined sales staff of WBBM Chicago.

BEVERLY SCOBLE joins KROW Oakland as traffic supervisor.

DORA C. DODSON has been appointed southern representative for WHKY WHKY-FM Hickory, N. C.

LEONARD SCHULTZ, promotion manager of **Branham Co.,** Chicago, station representative, is the father of a boy.

EDWARD LLOYD Jr., sales representative for WEEI Boston, is the father of a boy, Edward Lloyd III.

WMIN BILLING

Firm Buys All-Night Show

TWIN CITY listeners are currently being treated to their first all-night disc show in the Minneapolis-St. Paul area—thanks to WMIN, which now operates 24 hours daily. The program, 12 midnight to 6:30 a.m., is sponsored by Slawik Motors for 52 weeks.

The new round-the-clock service marks the debut in that area of Merle Edwards, who conducts the "wee hour" sessions. Formerly associated with eastern stations, Mr. Edwards began his new show in mid-February with a contest designed to acquire a name for the six and a half-hour segment. Winner will receive prizes from the sponsor. Program already has drawn such response that Western Union installed a special machine to relay telegram requests to studio on tape.

Frank M. Devaney, WMIN general manager, who negotiated the sale, said it represented one of the largest billings ever placed on the station. He declined to reveal the actual figure.

NARND DRIVE

For New Members Launched

PLANS for a nation-wide campaign to triple the National Assn. of Radio News Directors' membership within six months are completed. Joint announcement was made last week by Orrin Melton, KSOO Sioux Falls, S. D., NARND membership committee chairman, and Ben Chatfield, WMAZ Macon, Ga., the association's vice president in charge of membership.

Organized in 1946, NARND now has a membership of 150 radio newsmen. Membership applications and detailed information on NARND may be obtained from the organization's executive secretary, Soren Munkhof, WOW Omaha, or from any of the following area leaders appointed to conduct the drive on a state and regional level:

Region 1 (New England), Ron Cochran, WCOP Boston; Region 2 (New York, Pennsylvania, New Jersey), Bill Tompkins, WROW Albany; Region 3 (Maryland, Virginia, North and South Carolina, Delaware and District of Columbia), F. O. Carver, WSJS Winston-Salem, N. C.; Region 4 (Georgia, Alabama, Florida and Tennessee), Dale Clark, WAGA Atlanta; Region 5 (Indiana, Kentucky, West Virginia and Ohio), Tim O'Sullivan, WGL Fort Wayne; Region 6 (Louisiana, Arkansas, Mississippi and Oklahoma), Lee Coney, WLCS Baton Rouge; Region 7 (Illinois, Michigan, Missouri and Wisconsin), Bob Lyle, WLS Chicago; Region 8 (Iowa, Minnesota, North and South Dakota), Russ Van-Dyke, KRNT Des Moines; Region 9 (Nebraska, Kansas, Montana, Wyoming and Colorado), Bud Neble, KFAB Omaha; Region 10 (Utah, Washington, Oregon, Idaho and New Mexico), Wayne Kearl, KSL Salt Lake City; Region 11 (Texas), Pat Flaherty, KPRC Houston, and Region 12 (California, Nevada and Arizona), John Beck, KNX Los Angeles.

TRANSIT-WBUZ

72% of Riders Have Home FM

SURVEY completed by Transit Radio and WBUZ (FM) Bradbury Heights, Md., reveals 72% of commuters using radio equipped WM&A busses have FM radios in their homes. Questionnaire cards were distributed to bus line passengers asking for opinions on the service and suggestions for programming. Ninety-five percent of the commuters indicated their approval of "music while you ride."

WBUZ has been broadcasting Transit Radio programming to the WM&A busses for approximately 30 days. By April 7, 35 busses will be radio-equipped. Plans are underway to complete installation on the balance of the motor line's vehicles within the next few weeks, the company reports.

Mighty in Massachusetts

WSAR at Fall River

● WSAR's 5000 watt signal delivers Mutual and Yankee Network shows to more than half a million listeners in the busy eastern Massachusetts-Rhode Island market. Its transmitter—located in nearby South Somerset—utilizes four Truscon Guyed Steel Radio Towers, each 329 feet high.

Rigorous Massachusetts winters, with strong off-the-Atlantic winds, presented serious structural problems to The Fall River Broadcasting Company, operators of WSAR. But, to Truscon Radio Tower engineers, here was still another opportunity to design and build the finest pos-

Four More
TRUSCON
TOWERS OF STRENGTH
329 FT.
HIGH

sible tower for the specific location. This installation is typical of the sturdy design, quality materials and skilled workmanship of hundreds of Truscon Radio Towers in the U. S. and foreign lands—towers operating under wide ranges of wind, temperature and humidity conditions.

Truscon Radio Towers are available in guyed or self-supporting types, with tapered or uniform cross-section, for AM, FM and TV. And, Truscon Radio Tower engineers are available for consultation at any time. Call the Truscon office nearest you . . . there is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS

NARND

Major Issue at Chicago Meet Is Convention Site

NEW YORK was the most likely choice as a site for the National Assn. of Radio News Directors convention next fall as members of the board of directors arrived in Chicago Friday for a week end conference. Major business after selection of a convention city was scheduled to be revision of the constitution.

Twelve board members of the four-year-old organization were to hear and act on 11 committee reports. A preliminary study by the television group on the status of news departments in video stations was expected to be made. Early statistics show that 24 out of 25 stations surveyed have working news directors, 2.6 news writers and 1.2 news photographers. Nine stations operate local newsreels, and 15 use still pictures for telecasts.

The committee conducting a continuing study of press associations will issue a preliminary report on the four major wire services— AP, UP, INS and Transradio—and an overall summary later in the spring. Members analyzed news supplied by the wire services during the week of March 6 to 12, using criteria established by the U. of Denver Journalism School.

Results are being correlated by Richard Oberlin of WHAS Louisville, who supervised the study with Sheldon W. Peterson, KLZ Denver.

Members of the standards committee were to have suggested further NARND action on promoting state privilege legislation for radio newsmen as well as newspaper men. Confidence bills have been passed in Oregon, Indiana and Arkansas, according to Sig Mickelson of WCCO Minneapolis and NARND president.

Details of an extensive award system were to have been outlined, including plans to recognize "outstanding news work in one-man news departments, large independents, networks," and the "outstanding personality who has aided news reporting by radio and the top TV newscaster."

NARND officers are spearheading a campaign to triple membership in the next six months. Twelve division chairmen, for each section of the country, have been delegated to solicit new members (see story, page 62).

Members of the Chicago Radio Correspondents Assn., headed by Charles Ahrens of the United Press, were invited to attend a NARND cocktail party Saturday afternoon.

Board members slated to attend the Chicago meeting were:

Mr. Mickelson; Soren Munkhof, WOW Omaha, executive secretary; Jack Shelley, WHO Des Moines, first vice president; Ben Chatfield, WMAZ Macon, Ga., second vice president; Dave Kessler, WHAM Rochester, N. Y., treasurer; Bruce Barrington, KXOK St. Louis; James Bormann, WMT Cedar Rapids, Iowa; Ed Kirk, WPTF Raleigh, N. C.; Sid Pietzsch, WFAA Dallas; Fred Hinshaw, WLBC Muncie, Ind.; Robert Redeen, WOC Davenport, Iowa; John Hogan, WCSH Portland, Me.

25th Anniversary

THE TWO HENRYS and Gene will celebrate their silver anniversary on WSPD Toledo's *Abele Musicale* April 10. The program, a half-hour show featuring the same format of words and music as when it went on the air 25 years ago, is heard every Sunday. It has been sponsored for 22 years by the Abele Funeral Home, Toledo. In their quarter century on the air the Two Henrys and Gene have missed only one broadcast, WSPD reports.

NEWS PACT

KMPC, 'Mirror' Cooperate

COOPERATIVE news pact between KMPC Hollywood and the Los Angeles *Mirror* was jointly announced March 28 by Frank Mullen, station president, and Virgil Pinkley, newspaper publisher. Agreement takes effect today (April 4) and was kicked-off with an hour dedicatory program last Sunday.

Mirror and KMPC offices are connected by teletype and broadcasting lines. Station's news sources thus will be enlarged by the *Mirror's* reporters, radio cruise cars and special correspondents. Local news bulletins are to come from the *Mirror's* city desk throughout the day.

The *Mirror* already has a news and promotional agreement covering television with NBC's KNBH (TV) Hollywood.

ALFRED STEELE

Joins Pepsi-Cola Co.

ALFRED N. STEELE, former vice president in charge of U.S. sales of Coca-Cola Co., has resigned to join Pepsi-Cola Co., New York. He becomes first vice president in charge of sales and operations for Pepsi-Cola in the U.S.

Mr. Steele

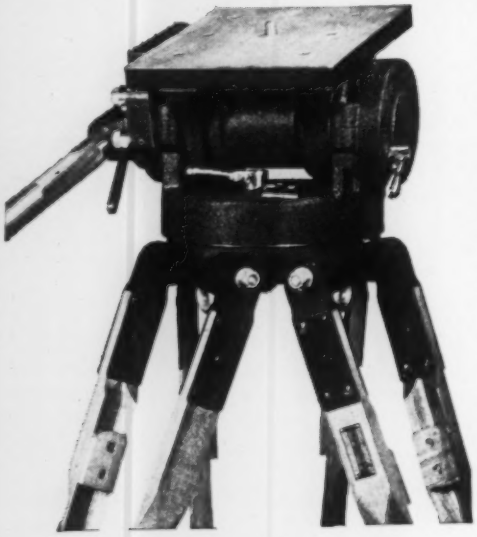
Before joining Coca-Cola four years ago, he was vice president in charge of the New York office of D'Arcy Advertising agency for seven years. In that post he was in charge of the Coca-Cola account.

NOW... *Floating Action!*

The "BALANCED" TV TRIPOD

for all TV Cameras

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod. Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Everything Electrical to keep you on the air

—FROM ONE SOURCE:

dependable, convenient, helpful GraybaR

And we do mean *everything*. For Graybar can provide not only the whole gamut of equipment — *from mike to antenna* — for building or maintaining an entire AM or FM station; Graybar also is your best source of everything for *wiring, ventilating, signaling, and lighting* . . . for your entire structure and grounds!

Graybar is a *dependable* source. We've been serving broadcasters ever since 1925. We know the business. We have the nation's outstanding lines of equipment. Our supply service has expanded steadily and rapidly to the all-inclusive operation it is today. Like broadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a *convenient* source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near-by.

Graybar is a *helpful* source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss *your* needs with the nearest Graybar Representative? *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4935

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers below)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Karp Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant (18) Machlett

In the list of Graybar locations below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

via GraybaR

ALABAMA
Birmingham

ARIZONA
Phoenix

ARKANSAS
Little Rock

CALIFORNIA
Fresno
Long Beach
Los Angeles—R. B. Thompson Trinity 3321
Oakland
Sacramento
San Diego
San Francisco—K. G. Morrison Market 5131

COLORADO
Denver

CONNECTICUT
Hartford
New Haven

DELAWARE
Wilmington

DISTRICT OF COLUMBIA
Washington

FLORIDA
Jacksonville—W. C. Winfree Jacksonville 5-7180
Miami
Orlando
Tampa

GEORGIA
Atlanta—E. W. Stone Cypress 1751
Savannah

IDAHO
Boise

ILLINOIS
Chicago—E. H. Taylor Canal 4104
Peoria

INDIANA
Evansville
Hammond
Indianapolis

IOWA
Davenport
Des Moines

KANSAS
Wichita

KENTUCKY
Louisville

LOUISIANA
New Orleans
Shreveport

MAINE
Portland

MARYLAND
Baltimore

MASSACHUSETTS
Boston—J. P. Lynch Kenmore 6-4567
Springfield
Worcester

MICHIGAN
Detroit—P. L. Gundy Temple 1-5500
Flint
Grand Rapids
Lansing

MINNESOTA
Duluth
Minneapolis—W. G. Pree Geneva 1621
St. Paul

MISSISSIPPI
Jackson

MISSOURI
Kansas City—R. B. Uhrig Grand 0324
St. Louis—J. P. Lenkerd Newstead 4700

MONTANA
Butte

NEBRASKA
Omaha

NEW HAMPSHIRE
Manchester

NEW JERSEY
Newark

NEW YORK
Albany
Binghamton
Buffalo
New York—F. C. Sweeney Watkins 4-3000
Rochester
Syracuse

NORTH CAROLINA
Asheville
Charlotte
Durham
Winston-Salem

OHIO
Akron
Cincinnati—J. R. Thompson Main 0600
Cleveland—W. S. Rockwell Cherry 1360
Columbus
Dayton
Toledo
Youngstown

OKLAHOMA
Oklahoma City
Tulsa

OREGON
Eugene
Portland

PENNSYLVANIA
Allentown
Harrisburg
Philadelphia—G. I. Jones Walnut 2-5405
Pittsburgh—R. F. Grossett Court 4000
Reading

RHODE ISLAND
Providence

SOUTH CAROLINA
Columbia

SOUTH DAKOTA
Aberdeen

TENNESSEE
Bristol
Chattanooga
Knoxville
Memphis
Nashville

TEXAS
Amarillo
Austin
Beaumont
Corpus Christi
Dallas—C. C. Ross Central 6454
Ft. Worth
Houston
San Antonio

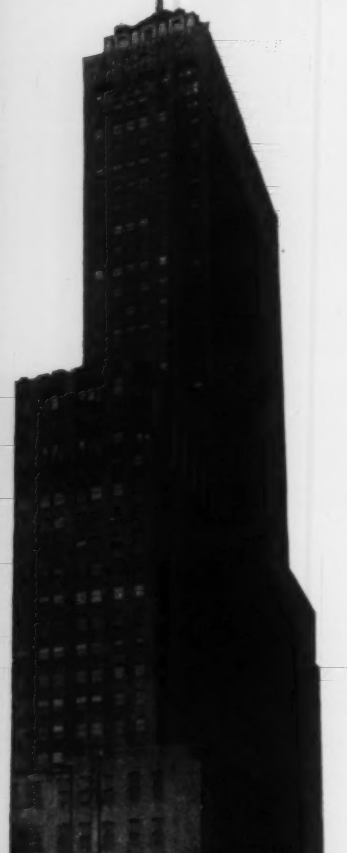
UTAH
Salt Lake City

VIRGINIA
Norfolk
Richmond—E. C. Toms Richmond 2-2833
Roanoke

WASHINGTON
Seattle—D. I. Craig Main 4635
Spokane
Tacoma

WISCONSIN
Milwaukee

The Sky is the Limit



COMPLETE erection of 10 tons of supporting steel and FM-TV antenna—700 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N
STEEL ERECTING CO.
82 W. WASHINGTON ST.
Phone: Financial 6-3496
CHICAGO 2, ILLINOIS

Production

BOB ALLEN, announcer at WDGY Minneapolis for past three years, has been appointed program director. Mr. Allen replaces **KEN CRANE,** who has joined WWSW Pittsburgh as operations manager.

BILL GEIB, former announcer and production man at WABF (FM) New York, has been promoted to program supervisor. Prior to joining WABF, he was an assistant director at CBS.

ELINOR LEE, director of women's activities at WTOP Washington since 1938, has been appointed director of community service.

RALPH D. WILLEY, program director of WKTY La Crosse, Wis., has resigned in order to take post of program director at KCRI Cedar Rapids, Iowa now under construction.

DANTON WALKER, Broadway columnist, is emceeing *Show Business, Incorporated,* NBC-TV variety show, which re-creates outstanding stage performances of past.

MARV CONN, formerly with WTCN Minneapolis-St. Paul, has joined WCCO in the Twin Cities, as announcer-sportscaster.

GRANT TURNER joins NBC *Grand Ole Opry* as announcer.

FRANK GOSFIELD former video switcher at WBKB (TV) Chicago, has been promoted to director.

FRANCES ALEXANDER has joined continuity department of WPTF Raleigh, N. C., replacing **ALICE HOLLIDAY** who resigned to become program director of WCKB Dunn, N. C. **MARY GRAHAM** has joined WPTF's program department.

JACK GLEASON, WCTC New Brunswick, N. J., has received a citation from New Brunswick Exchange Club for valuable contribution to community life.

ANN MEDER PURRINGTON, formerly with WHYN Holyoke, Mass., has joined continuity department of WNOC Norwich, Conn.

TRENT CHRISTMAN, night supervisor of NBC Western Division and Joe Hoover, arranger, have had new song accepted for publication by Patmar Music. Song is entitled "What'll It Getcha?"

Brumm Joke Book

HOW TO WRITE YOUR OWN JOKES. By Walter Brumm, New York, Comedy World Publishing Co., 104 E. 40th St., New York. $1.

WALTER BRUMM, lecturer at the Gagwriters Institute, has written a new book, *How To Write Your Own Jokes,* which is being published by the Comedy World Publishing Co., New York. Book is the second in a series of *How To*—created by the National Laugh Foundation in cooperation with *Comedy World,* trade journal of humor business. Two others in the series are being planned.

JOSEPH TERRY, producer of the *Charlie Starke Music Shoppe* on WINS New York, has been promoted to production manager.

ART JARRETT, former band leader and showman, has joined WCPO Cincinnati, Ohio, where he will conduct a 10 a.m.-12 noon record show. Mr. Jarrett also will be active in television when WCPO's affiliate WCPO-TV takes air next month.

Mr. Jarrett

RICHARD L. RIDER, former video producer at WBKB (TV) Chicago, has joined WLWC(TV) Columbus, Ohio, as production manager.

ARTHUR GODFREY, CBS radio and television star, was awarded a plaque from American Guild of Variety Artists for "invaluable services to the cause of bringing back vaudeville."

DON ROEDER, formerly with KCRC Enid, Okla., has joined announcing staff of WSAZ Huntington, W. Va.

ED BLEIER has joined WFBL Syracuse, N. Y., as producer-writer. Prior to joining WFBL he was with WNEW and ABC New York, and with WSYR-FM WNDR Syracuse.

ROBERT T. WEST, former announcer at WMAL Washington and WMGM New York, has joined WHLI WHLI-FM Hempstead, L. I. in same capaity.

TOM HANSERD has joined WSM Nashville, Tenn., production staff. He was formerly with stations in Columbia, Tenn., and Birmingham, Ala. In addition to his production duties, Mr. Hanserd will serve as relief announcer.

ALLAN KURMAN, former record librarian for KXLW Clayton, Mo., has joined announcing staff of KVER Albuquerque, N. M.

KEN OVENDEN, announcer at WEEI Boston, is the father of a boy, Geoffrey Bruce.

NEWS PREFERENCES
IARNE Hears Swanson Report

PROF. C. E. Swanson, U. of Iowa, reported on his survey of news preferences at annual spring meeting of the Iowa Assn. of Radio News Editors a fortnight ago in Cedar Rapids. Refresher course on libel laws as they apply to newscasts in Iowa also was a feature of the meeting, attended by more than 50 radio newsmen.

Two stations in the host city, WMT and KCRG Cedar Rapids, were co-hosts at a cocktail party for the newsmen. IARNE members and guests attended finals of the Iowa state high school basketball tournament in nearby Iowa City at conclusion of the meeting.

FAR AWAY SPOTS
N. Y. Restaurant Uses WMBM

A FARSIGHTED advertiser is Oscar Lakowitz, owner of Soloway's restaurant on 7th Ave., New York. Not content to praise his fine food and service in the New York area alone, Mr. Lakowitz runs spots on WMBM Miami Beach, Fla. The restaurant does not, nor has it ever, advertised in any other medium, according to WMBM.

Credit for the long-distance sale goes to WMBM's *Dick Stern Show,* a remote broadcast from the Belmar Hotel, Monday through Friday. Mr. Lakowitz heard the show when in Florida and signed up for a series of spot announcements. His theory is to give New Yorkers a little touch of home they will remember upon their return.

Both sponsor and station were slightly startled, however, when they discovered a listener in New York. During one of the broadcasts, Dick Stern received a call from New York City from a listener with an unusually powerful receiver. For a 1 kw independent, WMBM thinks that reception should be reserved for engineer's tales, and will not be noted on its coverage map.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Encore

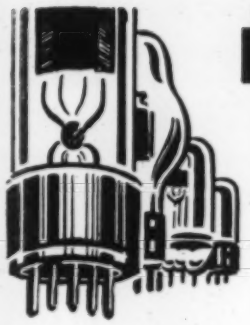
JUST REMINISCING

On Records: Ray Noble—Col. 38404; Jo Stafford—Cap. 15378; Jack Fina—MGM 10372; Barbara Brown—Varsity 125.

On Transcriptions: Buddy Weed—Associated; Frankie Carl—Lang-Worth; Novatime Trio—NBC Thesaurus; Hal Derwin—Capitol.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI



TUBES

- TRANSMITTING
- RECEIVING
- INDUSTRIAL
- SPECIAL PURPOSE

Guaranteed by WELLS

Brand new, standard make tubes by the thousands are ready for immediate delivery at the lowest prices in our history. Check this list for exceptional values in magnetrons, cathode ray tubes, voltage regulators, transmitting tubes and also neon, pilot and flashlight bulbs. Be sure to order enough for future needs directly from this ad or through your local parts jobber.

TYPE	PRICE
O1A	$ 0.50
OZ4	1.05
1B22	5.55
1R4/1294	.65
1R5	1.12
1S5	1.12
1T4	1.12
2C26	.55
2C26A	.70
2C44	1.25
2J22	14.85
2J31	14.85
2J32	14.85
2J38	18.95
2J48	16.55
2X2/879	.75
3A5	1.10
3B22	3.95
3B25	1.15
3BP1	3.75
3C24/24G	.49
3D6/1299	1.25
3E29/829B	3.95
3FP7	2.95
3HP7	2.95
3Q5	.95
REL-5	19.95
5AP1	3.75
5BP1	2.85
5BP4	3.95
5CP1	3.85
5GP1	6.55
5J23	14.85
5J29	14.85
6AC7	.95
6B7	.99
6C6	.75
6C8G	1.05
6C21	19.95
6D6	.60
6F8G	1.05
6H6	.52
6J5	.52
6L7	.90
6SG7	.95
6SL7	.65
6SN7GT	.85
7A7	.70
7C4/1203	.45
10/VT-25	.52
12A6	.35
12C8	.35
12SG7	.68
12X825, 2 amp. Tungar	2.95
FG-17	2.95
RK20A	4.95
REL-21	3.65

TYPE	PRICE
23D4 Ballast	.35
28D7	.45
30/VT-67 (For Walkie Talkies)	.95
33/VT-33 (For Walkie Talkies)	.95
34	.35
RK-34	.45
36	.55
37	.55
38	.55
39/44	.34
41	.55
45 Spec. VT-52	.55
46	.85
49	.75
EF50/VT-250	.65
RK60/1641	.65
72	1.10
CEQ-72	1.55
76	.55
77	.55
VR-78	.68
80	.41
83	.85
83V	.95
VR-90	.70
VT-90/8011	2.55
VR-92	.65
100R	3.45
FG-105	10.95
VR-105	.90
VT-127 English	.35
VT-127A Triode	2.55
VR-150	.70
VT-158	9.85
211	.65
215A	1.95
218	4.45
249C	2.95
282B	4.35
304TH	6.55
304TL	.90
316A/VT-191	.75
350B	2.55
371B	2.55
388A	6.45
417A	19.85
GL434A	4.95
446A	1.55
446B	1.55
GL471A	2.95
WL-530	24.95
WL-531	19.95
532A	3.55
GL-559	3.75
KU-610	7.45
Hy-615	1.25
WL-681	19.95
700B	9.95

TYPE	PRICE
700C	9.95
700D	9.95
702A	2.95
704A	1.95
705A	2.65
707A	19.50
707B	23.25
710A	2.15
714AY	9.95
RK-715B	7.95
717A	.90
721A	3.95
724B	4.25
725A	19.95
726A	19.95
801	.60
801A	.80
803	7.75
804	10.45
805	5.75
807	1.20
810	7.95
811	2.35
813	7.85
814	3.75
815	2.85
826	.49
829	3.25
829B	3.95
830B	3.75
832A	3.50
837	1.25
838	3.25
841	.55
843	.55
851	39.50
WL-860	2.55
861	34.50
864	.55

TYPE	PRICE
865	2.55
866A	1.40
869B	28.95
872A	2.45
874	2.15
884	1.50
954	.55
955	.55
956	.55
957	.55
1005	.45
1148	.40
1201	.95
1616	1.25
1619	.55
1624	1.25
1625	.45
1626	.45
1629	.45
1636	4.75
2050	.78
2051	.95
7193	.35
8011	2.55
8012	4.35
8020	3.25
9001	.70
9002	.65
9003	.55
9004	.55
9006	.55

Neon Bulbs for Radio Use

NE-2 Price Ea.	$ 0.06
NE-15	.06
NE-48	.24
NE-16	.24
NE-51	.06

Pilot and Flashlight Bulbs

STOCK NO.	MAZDA NO.	VOLTS	WATTS	BULB	BASE	PRICE EA.
350-40	64	6-8	E3 CP	G-6	DC Bay	$0.07
350-50	1820	28	.1 Amp.	T-3½	Min. Bay	.12
350-31	57	12-16	1.5 CP	G-4½	Min. Bay	.08
350-42	Spec.	12	6 Watts	S-6	Cand. Scr.	.13
350-20	1446	12	.2 Amp.	G-3½	Min. Scr.	.07
350-14	49	2	.06	T-3¼	Min. Bay	.06
350-15	356	120	3 Watts	S-6	Can. Bay	.11
348-22	PR-10	6	.5 Amp.	B-3½	Min. Flang	.05
350-18	1477	24	.17 Amp.	T-3	Min. Scr.	.16
350-55	323	3	(AIRCRAFT)	T-1½	953	.22
350-19	Proj. Bulb	120	500 Watts	T-20	Med. Pf.	1.45
LB-103	44 (Ruby)	6-8	.25 Amp.	T-3½	Min. Bay	.04
LB-102	1195	12-16	50 CP	RP-11	DC Bay	.14
LB-104	313	28	.17 Amp.	T-3½	Min. Bay	.11
350-24	12A	12	.09 Amp. 11	T-2	Tel Base	.18
LB-107	24-A2 W E	24	.75 Amp. 105	T-2	Tel Base	.18
350-63	S-14 ARGON	105	2½ Watt	Med.	Screw	.22
LB-109	TELEPHON TYPE NEON			T-2		.17
350-41	943	6-8	100 CP	G-16½	S.C. Pref.	.65
350-43	11A/T4C	18	.11 Amp.	T-4	Cand. Scr.	.14

Use This Page for Ready Reference

Manufacturers: We carry thousands of electronic parts in stock. Send us your request for quotations.

Distributors: Our standard jobber arrangement applies. Order directly from this ad.

WELLS SALES, INC.

320 N. LA SALLE ST., DEPT. BR, CHICAGO 10, ILL.

AD WEEK PLAN

Syracuse Observance Attracts Interest

ADVERTISING Week committee of Syracuse, N. Y., reports that it has been swamped with requests for information from other cities about the Syracuse observance of Advertising Week March 21-25. The committee, composed of representatives of the Syracuse Advertising and Sales Club and Syracuse U., carried out an extensive program to impress Syracuse area residents with the meaning of the week's slogan, "Better Living Through Advertising."

Exhibits prepared by Syracuse advertising agencies showing the steps in preparation of advertising were on display in the six Syracuse senior high schools. But the biggest display was in Hotel Syracuse, where entries in the First Annual Syracuse Advertising Award Contest were exhibited.

More than 400 pieces of advertising copy, including radio, newspaper, magazine, direct mail, display card and other types of advertising, were shown. Roy Porteous, promotion manager of NBC, New York, served as judge of the radio entries.

During the week advertising club members appeared before Syracuse service clubs to talk on advertising and explain the purposes of Advertising Week.

Several events on Friday climaxed the week's events. One was a forum at Syracuse U. Medical College in which five of the country's leading advertising and sales personalities discussed problems facing advertising today. Participants included Budd Gore, advertising manager, Marshall Field & Co.; Wesby R. Parker, vice president in charge of sales, General Foods Corp.; Theodore S. Repplier, president, Advertising Council; Harold H. Dobberteen, vice president and director of media, Benton & Bowles, and James A. Peckham, executive vice president, A. C. Nielsen Co.

Week's observance closed with a banquet Friday evening at Hotel Syracuse attended by more than 600 persons, including advertising and sales representatives from all parts of central New York. A feature of the banquet was the presentation of medals by Syracuse U.'s School of Journalism and College of Business Administration to four executives for outstanding service to advertising.

Those honored were Lee H. Bristol, Bristol-Myers Co. president, who was principal speaker at banquet; Neil H. Borden, Harvard Graduate School of Business Administration; Donald Belding, chairman of the board of Foote, Cone & Belding, and Gerald W. Cunningham, general mail order and advertising and sales manager of Sears, Roebuck & Co.

Another banquet feature was the presentation of a picture story of "Advertising's 50 Golden Years." The show, created by Curtis Publishing Co., Philadelphia, dramatized contributions of advertising to the American standard of living. Milo Boulton, NBC announcer, was narrator.

General chairman of Advertising Week in Syracuse was Leslie M. Beals, Carrier Corp. advertising director and sales promotion manager. Mr. Beals is vice president of the city's ad club.

BROTHERHOOD

Radio Donates Over $2 Million

AN ESTIMATED minimum of $2 million worth of broadcast time and talent was donated to the national Brotherhood Week campaign, Edgar Kobak, MBS president and chairman of the radio and television committee for the annual observance, reported last week.

Mr. Kobak's report, delivered by Ted Cott, vice president of WNEW New York and member of the committee, at a meeting in New York, described the observance as "the biggest Brotherhood Week, radio-wise, that has ever been known."

"As a radio man," Mr. Kobak's report said, "I take great pride in what the broadcasting industry has done. No one can tell what its contribution in time, talent, music, script, direction, sound effects, would be worth at commercial rates; but I think I am perfectly safe in giving you a bed-rock, minimum estimate of $2 million."

The meeting was held March 28 with Nelson A. Rockefeller, general chairman of Brotherhood Week, in charge.

DR. ALLEN B. DuMONT was guest of Erie (Pa.) *Dispatch*, licensee of WICU(TV) Erie, on March 29. He addressed local Kiwanis Club and was interviewed on station that evening.

Technical

JOHN TICEN, formerly with WKMO Kokomo, Ind., has joined WSAL Logansport, Ind., as chief engineer. **JOSEPH M. McCLAIN**, formerly of WIKB Iron Mountain, Mich., and WSOY Decatur, Ill., has joined station as assistant engineer.

DRS. C. H. TOWNES and **P. KUSCH** of Columbia U. have been appointed consultants to Microwave Standards Lab of National Bureau of Standards, Washington.

OTTO SEUFER has joined engineering staff of WHLI WHLI-FM Hempstead, L. I.

HOWARD BARRETT, formerly with WLAD Danbury, Conn., has joined technical staff of WNOC Norwich, Conn.

ED PICK has joined engineering staff of KWHK Hutchinson, Kan.

Turntable

CHARLES MICHELSON Inc., New York has announced six new stations have contracted for its *Blackstone, Magic Detective* transcribed show. They are: WLOL Minneapolis; KVOG Ogden, Utah; WSIX Nashville, Tenn.; WJJM Lewisburg, Tenn.; KFJI Klamath Falls, Ore.; and WHAP Hopewell, Va.

HAL TATE PRODUCTIONS, Chicago, has announced six stations have contracted for *Who's Talking*, syndicated feature. They are KSET El Paso, Tex.; WWCO Waterbury, Conn.; WAUX Waukesha, Wis.; WLCS Baton Rouge, La.; WGIV Charlotte, N. C., and WHBQ Memphis. Total of 17 stations now subscribe.

COOPERATIVE BROADCASTING Assn., Washington, has announced production of *Labor and the Nation* transcribed series. The once a week, 15-minute documentary is transcribed in Washington each Friday, and air-expressed to subscribing stations. Cost is set at 10% of Class A one hour national rate (SRDS), f.o.b. Washington. Minimum rate per program is $7.50.

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

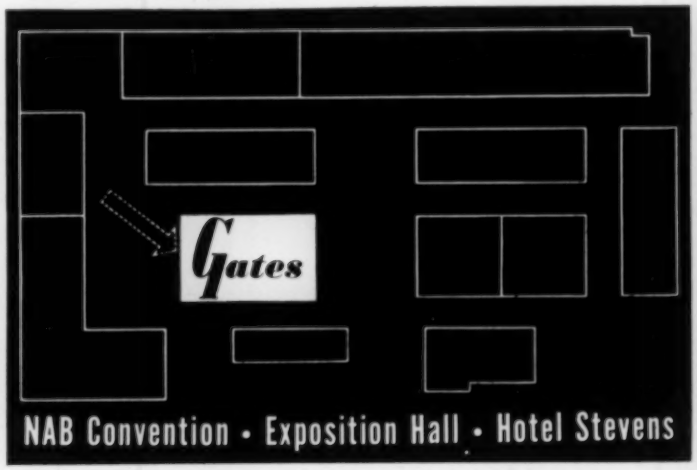
This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

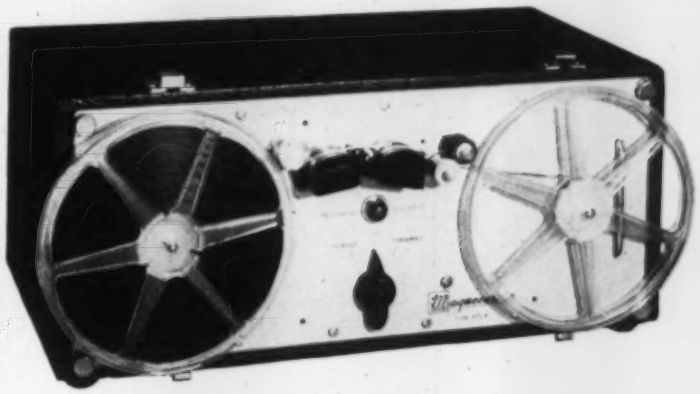
This switch is rated at 1 Amp.—48 Volts.

For further information write to Dept. BD-3

*PAT. PEND.



Stand By For Station Identification
of **MAGNECORD** *Equipment . . .*



SEE AND HEAR
THE SENSATIONAL

Magnecord

TAPE RECORDING
AT ITS BEST

NATIONAL ASSN. OF BROADCASTERS
Stevens Hotel Rooms 515A and 517A

MAGNECORD, INC. 360 N. MICHIGAN AVE., CHICAGO 1, ILL.

Allied Arts

J. GILMAN REID has been appointed chief of Engineering Electronics Lab. of National Bureau of Standards, Washington. He will direct research on electronic instrumentation, miniaturization, printed circuit processes and techniques, etc.

HENRY F. MARX, formerly of Lennen & Mitchell, has joined copy department of O'Brien & Dorrance, New York, sales promotion firm.

Equipment

ROY BOSCOW has joined Magnavox Co., Chicago, as general sales manager.

ELLIS L. REDDEN, former director of advertising and sales promotion for appliances, radio and television at Crosley Division, Avco Manufacturing Corp., appointed director of advertising and sales promotion for Motorola Inc., Chicago.

G. F. HESSLER, vice president of Graybar Electric Co., New York, has been named head of all company sales activities. **C. S. POWELL**, vice president, will have charge of appliance and communication lines, and **H. P. LITCHFIELD**, newly appointed general supply manager, will head all supply lines, under Mr. Hessler. Mr. Litchfield and **WILLARD HENGES**, district sales manager at Cleveland, have been elected to company's directorate.

CRESCENT INDUSTRIES Inc., Chicago, has announced production of new 45 rpm record changers.

Television

FILM EQUITIES Corp., New York, has opened an office in Los Angeles for production and distribution of TV film. New office is at 933 N. Seward; telephone, Gladstone 1625. **PAM BLUMENTHAL Jr.**, formerly independent motion picture producer, heads office as West Coast television representative. Firm planning to open branches in Chicago and Dallas. Former expected to be opened this spring; latter in fall.

WOMEN TOP LISTENERS

Audience in Two Illinois Counties Studied

WOMEN listen to the radio more than men—not only during the day but also in the evenings and on Sunday—according to a sampling of two central Illinois counties made by Dr. Charles H. Sandage of the U. of Illinois.

Bureau of Economic and Business Research of the U. of Illinois a fortnight ago released a bulletin in which Dr. Sandage reports on a study of radio listening in Champaign and McLean counties. The bulletin summarizes information gathered in two studies—one made in Champaign County in 1946 and the second conducted in McLean County in 1947. The latter study was supported by a substantial contribution made to the bureau by WJBC Bloomington, Ill.

Participants each recorded in a diary the stations to which their sets were tuned during each 15 minutes of the day for a given one-week period. Emphasis was placed on measuring quality as well as quantity of listening.

Individuals rather than families represent the base used for analysis. The number of listener contacts in Champaign County amounted to 266,112, and in McLean County, 398,160.

Listening by women was consistently higher than men in both counties and in all sections—urban, village and farm. Farm women listened more than urban and village women, having a seven-day average listening of 3.6 hours per day.

In educational listings, women with high school educations listened more than those with college backgrounds or grade school only. Among men, however, those with only grade school educations show the highest listening average.

Four clear channel stations in Chicago—WMAQ WGN WBBM WLS-WENR—and local community stations—WDWS Champaign, WJBC Bloomington and WMMJ Peoria—served as the source of most programs tuned in by those surveyed.

The community stations secured about as great a share of the total audience in their urban areas as was reported for any other single station. Their percentage of the village and farm audience was materially less than their share of urban listeners.

The pattern of listening to Chicago stations showed WMAQ most popular among urban dwellers; WLS - WENR "overwhelmingly" leading among farm people, and WGN and WBBM relatively stronger among villagers than among either urban or farm residents.

Nearly 100 individual programs received special analysis in the bulletin. These were classified as news, religion, music, drama, audience participation and homemaking, and listeners were classified by education, area of residence, age and sex.

Only women listeners were included in comparing listening by educational groups. Some results in this comparison:

1. Women listeners on the average do not care especially for classical music, preferring semi-classical and popular offerings nearly 2 to 1.

2. Folk music (western and hillbilly) came out on top by 7 to 1 among women listeners having only grade school education.

3. Forum programs, such as ABC's "America's Town Meeting of the Air," found a larger percentage of their listeners in the college group. Two to three times as many college women listened to these programs as grade school women.

4. Commentators drew the greater proportion of their audience from the less educated group.

AMPEX

MANUFACTURERS OF THE WORLD'S

Finest Tape Recorder

PRESENTS

the NEW SERIES '300'

a worthy companion to the Famous Model 200

After 100,000 hours of continuous commercial operation by broadcasters and recording companies, the AMPEX MAGNETIC TAPE RECORDER has conclusively proved its overall superiority. Because of this fine instrument's ability to maintain a unique high-level of fidelity, the AMPEX TAPE RECORDER is now in continuous use by Bing Crosby, numerous other leading entertainers, the major networks and record manufacturers.

Designed for radio stations

Model '200' $3825 F. O. B. San Carlos, Cal.

Model '300' *approx.* $1500 F. O. B. San Carlos, Cal.

Designed for network and recording companies

THE NEW SERIES '300'

Precision engineered for faithful reproduction and unmatched service.

Speed: Operates at 15-7.5" per sec. from switch on top plate. ½-hour playing time at 15" per sec., hour at 7.5" per sec. New Model '300' betters NAB recommendations for over-all performance.

Frequency Response: Plus or minus 2 db. 50 to 15,000 cycles at 15" per sec., and plus or minus 2 db. from 50 to 7500 cycles at 7.5" per sec.

Range: Better than 60 db. dynamic range and less than 2% total harmonic distortion at operating point.

Models: Basic electronic and drive units available in portable, rack-mount, and console models. Console same dimensions as standard transcription-playback-turntable. A playback only unit available in console form. Write for completely illustrated brochure today!

ATTEND THE EXCITING AMPEX DEMONSTRATION AT THE NAB CONVENTION—April 6-12, Hotel Stevens, Chicago!

Manufactured by the AMPEX ELECTRIC CORPORATION, San Carlos, California

WORLD WIDE DISTRIBUTOR

AUDIO & VIDEO PRODUCTS CORP.

1650 Broadway, New York 19, N. Y. • Telephone PLaza 7-0780

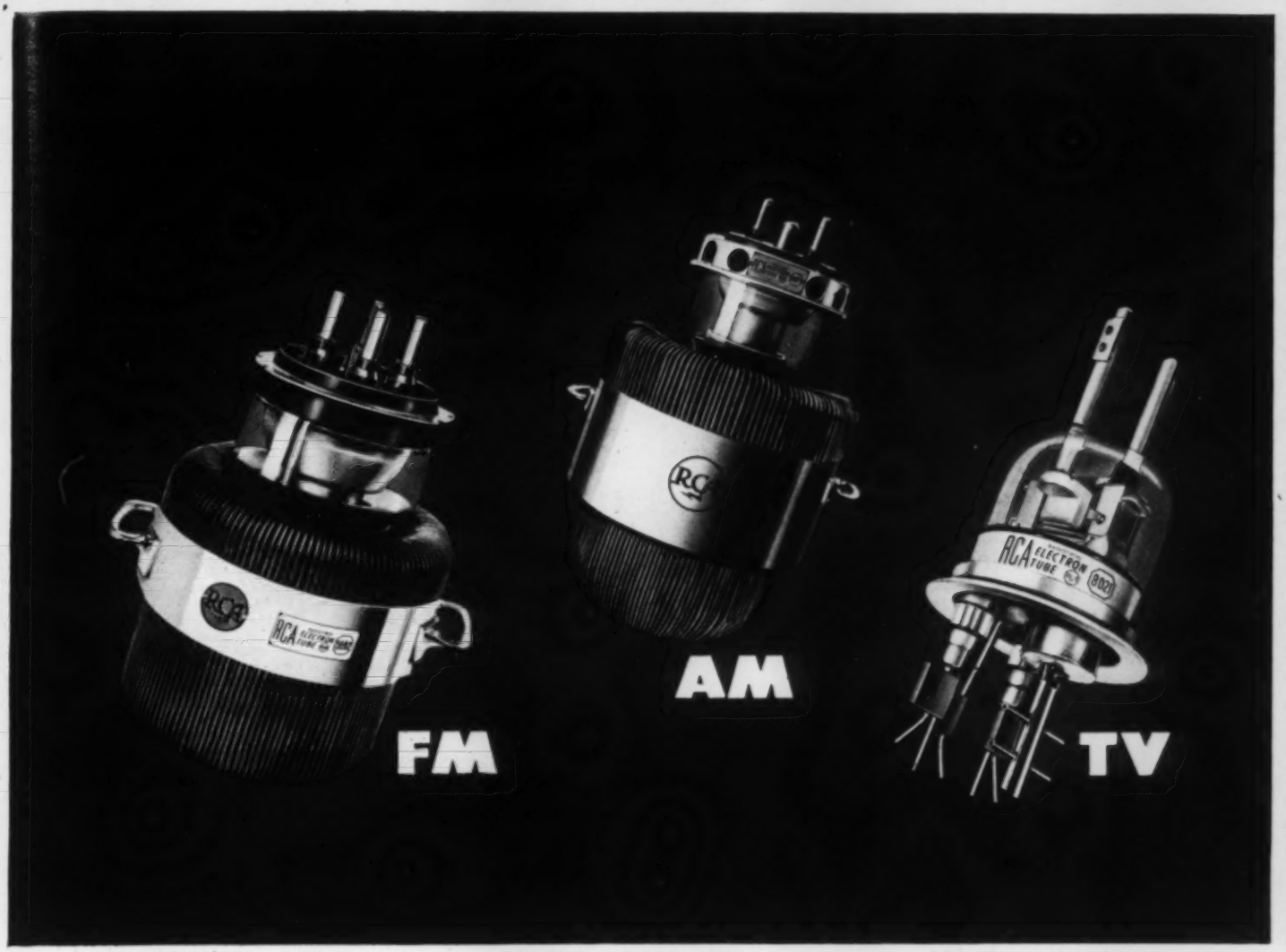
★

CALIFORNIA

BING CROSBY ENTERPRISES, INC.

9028 SUNSET BOULEVARD, HOLLYWOOD 46, CAL.

Telephone CRESTVIEW 11171



RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *with thoriated filament, used in 50-kw AM transmitters*

RCA-8D21, *used in 5-kw television transmitters*

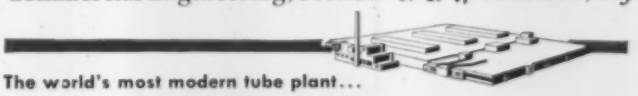
RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting . . . tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37 DP-1, Harrison, N.J.



The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

HOW TO Save!

ON YOUR PROGRAM SCHEDULE PUBLICATION and MAILING

RADIOTIME

——Puts radio and television station schedules in one standardized easy-to-use publication.

——Eliminates the confusion and necessity of maintaining schedule files. — No lost schedules . . . no time wasted in filing and searching.

——Assures the advertiser and agencyman of current, up-to-date information.

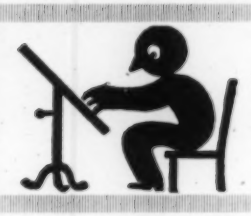
——Gives your clients and prospects all the program facts in a single, complete book, WHEN they want it, and HOW they want it.

——Endorsed by timebuyers, agencymen and advertisers as one of the most valuable of service developments.

WRITE FOR Sample copy and full particulars.

RADIOTIME, Inc.
53 West Jackson Boulevard
CHICAGO 4, ILLINOIS

Promotion



"SUCCESS story" ads, telling story of successful advertising over WMAR-TV Baltimore, are being placed by station on back page of *Baltimore Sun* every Saturday morning and evening. Reprint appears in Monday's papers as well. Featured in copy are name of advertiser, agency which placed account, and some testimonial by advertiser regarding his account.

'This Is San Antonio'

TO AID in promoting San Antonio and surrounding areas, KTSA San Antonio has distributed large airplane view map of city to agencies and advertisers. On back of map KTSA lists some statistics such as population and number of radio homes, plus statement that "KTSA is in the heart of the nation's 28th largest market. . ." Also included is its network affiliation (CBS), frequency and power.

Promotion Aid

AS PART of its campaign urging dealers to talk about *City Desk*, WTOP Washington is mailing series of 12 cards to Shell (gas and oil) dealers in the Washington area, who sponsor program. Each card urges dealers to "check the water, wipe the windshield, and tell 'em about 'City Desk'" Program is heard Mon.-Sat., 6:40 p.m. In addition card gives some event which WTOP news reporter Gunner Back has covered for Washington listeners.

Stamp Book

WNEW New York, beginning a philatelic program, *Adventures with Stamps* (Fridays 9-9:15 p.m.) March 25 sent books of commemorative stamp issues to radio editors as announcement of program.

The Big Fish

"GET the ones that get away!" is theme of latest WCCO Minneapolis promotion piece. Ad appeared in BROADCASTING, March 7, and has been made up into folder for distribution to agencies and advertisers. Illustration of the "big" fish backs up theme that WCCO covers the vacation listening area of the Northwest.

'Weekend in New York'

NEWEST promotion stunt for WCKY Cincinnati is its "Weekend in New York." Contest is conducted in conjunction with its women's show, *Mary Monroe*. The weekend is all-expense, and includes "hitting the high spots" of New York. First winners were Mr. and Mrs. Condit Brown of Wyoming, Ohio.

Personnel

GEORGE P. HERRO, publicity director at MBS Chicago, has been elected board member, Chicago chapter of Sigma Delta Chi, national journalistic fraternity.

MERCIA LEGERE, with CBS promotion since October 1947, has resigned to join *Life* magazine's "Modern Living" department.

HARRY RENFRO, director of public relations for KXOK St. Louis, has been elected commander of Veterans of Foreign Wars downtown St. Louis Post 6516.

NEAL HATHAWAY, manager of CBS program promotion division, is the father of a girl.

KWRE DEDICATED

Ware Heads New Daytimer

NEW daytime standard station, KWRE Warrenton, Mo., was scheduled to hold formal dedication ceremonies March 27, after being on program tests since March 9. Station operates on 730 kc with 250 w and is licensed to W. T. Zimmerman, operator of the local Vita Theatre.

Les Ware, former director of operations at KXLW Clayton, Mo., is general manager of the new outlet. He has been active in the planning and building of the station since Jan. 1. Station plans include remote studios at Washington, 20 miles south and St. Charles, 30 miles east, Mr. Ware announced. KWRE has contracted for the NBC library service and United Press radio wire. Station will be programmed with news and music and heavy emphasis on local service features and talent.

ANNENBERG CITED

For Radio-TV Advancement

FOR achievements as a publisher and contributions to the advancement of radio and television Walter H. Annenberg, Philadelphia *Inquirer* editor-publisher and owner of that newspaper's WFIL and WFIL-TV, was honored March 26 by the Philadelphia Club of Printing House Craftsmen.

Mr. Annenberg received the club's 1949 Gold Medal "Share Your Knowledge" Award, and his stations were cited for their news, education and entertainment programs in the public service.

Among distinguished guests attending the presentation were Frank M. Folsom, RCA president, and Mark Woods, ABC president. Presentation was made in connection with the club's 39th annual reception and dinner.

ZIV CONTEST

'Story' Winner Announced

WINNER of the $1,000 nationwide "Favorite Story Contest" has been announced by Frederic W. Ziv Co., Cincinnati, contest sponsor and producer of the transcribed package, *Favorite Story*. The cash award and trip to Hollywood as guest of Ronald Colman, show's star, was awarded to Mrs. Kathleen C. Jones of Birmingham, Ala.

The contest also featured competition for station promotion. This prize of $500 was awarded to KOIL Omaha, Neb. Donald Dahlberg is KOIL promotion manager. The Birmingham sponsor of *Favorite Story*, Burger-Phillips Department Store, awarded Mrs. Jones a spring wardrobe for her Hollywood trip. Prizes totaling $30,000 were offered local winners by individual sponsors across the nation.

* * *

Mrs. Jones receives the $1,000 grand prize check from W. R. Jenkins (l), advertising manager of Burger-Phillips. Approving presentation is Henry L. Luhrman of Ziv Co.

WHFC Cicero, Ill., has received national award given annually by American Legion for its cooperation with Legion activities.

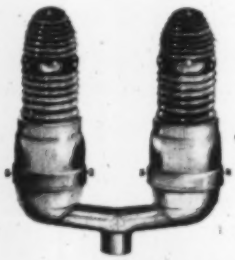
FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Lower Maintenance Costs
WITH H & P
TOWER LIGHTING EQUIPMENT!

For nearly a quarter century, Hughey & Phillips have developed and produced specialized tower lighting equipment. Many exclusive features, designed by H & P engineers, assure easy installation, low maintenance costs and dependable operation under all climatic conditions. That is why H & P tower lighting equipment is consistently specified by outstanding radio engineers and is furnished as standard equipment by most leading tower manufacturers.



OB-11M

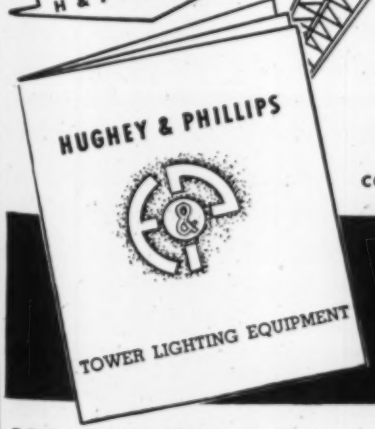
OB-10M

SINGLE and DOUBLE OBSTRUCTION LIGHTS

H & P Obstruction Lights are ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Drain port provides means of escape for condensation moisture. Designed to permit relamping without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

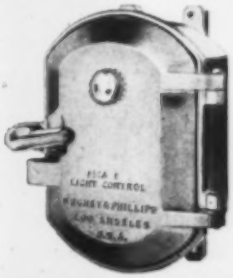
SOLD ONLY THROUGH JOBBERS AND TOWER MANUFACTURERS

WRITE ON YOUR LETTERHEAD FOR CATALOG AND NAME OF YOUR NEAREST H & P DISTRIBUTOR



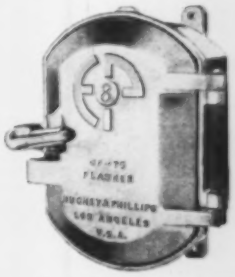
300 MM CODE BEACON

Exclusive rain-proof ventilator dome "circulates" the air, materially reduces internal temperature and prolongs lamp life. Concave base with drainage port at lowest point dissipates condensation moisture; prevents short-circuits. Color screen supports insulated with spun glass shielding for glass-to-glass contact, equalizes reaction to temperature changes and virtually eliminates color screen breakage. All parts readily accessible for adjustment or replacement. Neoprene gaskets used throughout for positive protection against dirt and moisture. CAA approved.



"PEC" Series Photo-Electric TOWER LIGHT CONTROL

Specifically designed for radio tower use. Set at factory to automatically turn lights on at 35 foot-candles; off at 58 foot-candles, as recommended by CAA. Completely self-contained in water-tight heavy cast aluminum housing. Circuits insulated throughout with low-loss insulation. High-wattage industrial type resistors. Tubes operated well below rating to insure long life. Fail-Safe: if any parts fail in service, lights automatically turn on.



SF-75 MERCURY FLASHER

H & P Mercury Flasher has only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Gears cut from highest quality bronze. 3000 watt Mercury Konnector supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Set at factory to operate 1 second on, ½ second off. Motor separately fused for continuous operation of lights in event of mechanical failure. Corrosion resistant aluminum alloy housing with provision for padlocking. Waterproof neoprene gasketing.

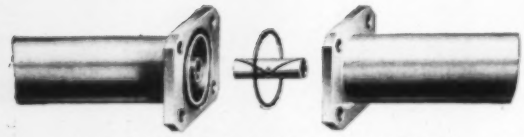
COMPLETE LIGHT KITS FOR A-2, A-3, A-4 and A-5 TOWERS INCLUDE EVERY ITEM ESSENTIAL FOR COMPLETE TOWER INSTALLATION

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION

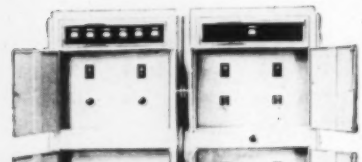
60 EAST 42nd STREET
NEW YORK 17, N.Y.

326 N. LA CIENEGA BLVD.
LOS ANGELES 36, CALIF.

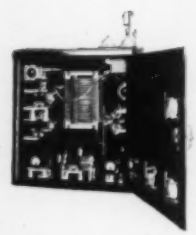
3 Reasons Why....
1455 AM-FM-TV STATIONS PREFER *Andrew* ANTENNA EQUIPMENT!



• *Coaxial Transmission Lines for AM-FM-TV*

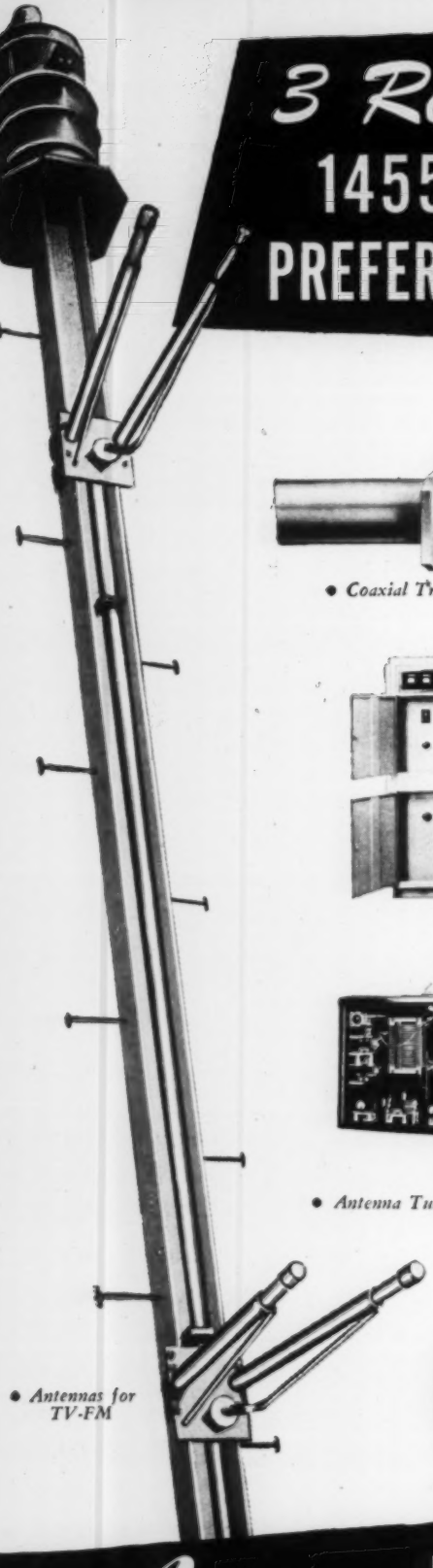


• *Phasing Units*

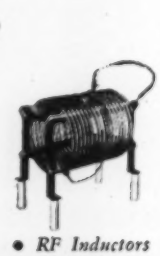


• *Antenna Tuning Units*

• *Automatic Dehydrators*

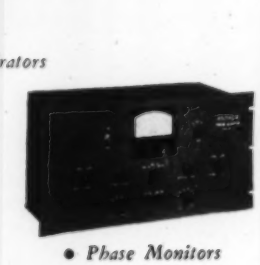


• *Antennas for TV-FM*

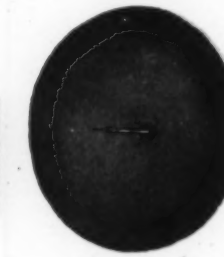


• *RF Inductors*

• *Tower Lighting Equipment*



• *Phase Monitors*



• *STL Antennas for TV-FM*

1. Andrew has consistently furnished broadcasters with a complete line of better designed and more efficient antenna equipment. The superiority of Andrew equipment is achieved and maintained by Andrew's great staff of skilled engineers – a larger group of antenna experts than in any similar organization.

2. The advice and experience of Andrew sales engineers are available *at no extra cost* to buyers of Andrew equipment. These engineers assist broadcasters with specific installation problems and give detailed instructions on how to use Andrew equipment most efficiently.

3. In addition, Andrew offers a complete installation service to broadcasters. The Andrew Broadcast Consulting Division will contract for all or any part of the installation of your TV, FM or AM station. This includes preparation of the FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys.

Want the most efficient antenna equipment for your station – plus a complete engineering service? Then take a tip from America's leading broadcasters and write Andrew today.

Write for new 1949 catalog

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

ANDREW

Eastern Office: 421 Seventh Avenue, New York City

4A AGENDA

Over 350 Expected to Attend

FINAL program details for the 1949 annual meeting of the American Assn. of Advertising Agencies at White Sulphur Springs, W. Va., were announced in New York last Tuesday.

Advance indications were that more than 350 would attend the sessions at the Greenbrier on April 6, 7 and 8, making it the largest number of members and wives to attend any AAAA resort hotel meeting.

Business sessions on Wednesday will be for members only and are to include election of new officers, three new directors-at-large and six directors representing AAAA's sectional councils. The meeting then will get on to its theme, "How Will Advertising Meet the Challenge of the Shift from a Sellers' to a Buyers' Market?"

John P. Cunningham of Newell-Emmett Co., New York, and member of the operations committee, will disclose plans for a series of new AAAA booklets on "The Fundamental Truths of Advertising," intended mainly for use among agency people.

Thursday afternoon will be devoted to sports activities, including a golf tournament, with J. Davis Danforth of BBDO, New York, in charge. The annual dinner will be held Thursday evening —with no speaker. Music and dancing will follow.

Ethics in advertising will open the Friday discussions. Henry M. Stevens of J. Walter Thompson Co., New York, and AAAA secretary-treasurer, will first deal with the association's interchange of opinion. The interchange, in effect for more than two years, enables member agencies to register their comments on advertisements which they consider objectionable.

Clarence B. Goshorn of Benton & Bowles, New York, and vice chairman of the AAAA, will speak on "Good Ways Not to Get New Business"—a look at current violations of ethics in agency competition, mainly in solicitation practices.

Also listed for Friday is the joint ANA-AAAA "Freedom Forums" meeting to be conducted by Harding College, Searcy, Ark., at which Harding President George S. Benson will speak.

The final session Friday will unfold new aspects of advertising research. Samuel A. Stouffer, professor of sociology and director of the Laboratory of Social Relations at Harvard U., will speak on "Developments in the Social Sciences—What They May Hold for Advertising in the Future." Marion Harper of McCann-Erickson, New York, will then give "Practical Examples of the Social Sciences in Advertising."

On Friday, too, the closing luncheon will be addressed by Thomas D'A. Brophy of Kenyon & Eckhardt, retiring chairman of the AAAA board, who will deliver a keynote address.

'VOICE' STATION

Contracts Awarded

CONTRACT for specifications for a new Voice of America station by which the U. S. plans to beam programs over much of Russia, the Balkans and Central and Western Europe has been awarded to Paul F. Godley Co., consulting engineering firm, and Alfred D. Crosett and Assoc., architects and engineers.

Mr. Godley

The complete installation, expected to cost approximately $2.6 million, will include two 100 kw and four 50 kw transmitters, and a total of about 30 transmitting antennas. The station will be located in Tangier in the International Zone of Morocco.

The assignment was awarded jointly by the State and National Defense Depts. Completion is scheduled for the fall of 1950. Paul F. Godley Jr., and Robert F. Holtz of the Godley firm, of Upper Montclair, N. J., are now en route to Tangier. Specifications are due by June 5 this year.

The station is to be designed to provide suitable signals over substantially the entire area from the Scandinavian countries to southern and southwestern Russia and into the near East.

WEBER NAMED

WMOB Mobile Manager

FRED WEBER, former vice president and first general manager of MBS and until recently a stockholder and manager of WDSU New Orleans, took over April 1 as manager of WMOB WMOB-FM Mobile, Ala. [BROADCASTING, March 28].

Mr. Weber has an option, subject to FCC approval, to buy half or all of the WMOB stock from Nunn Broadcasting Co., which operates WMOB and four other stations—WLAP Lexington, Ky.; WBIR Knoxville, Tenn.; WCMI Ashland, Ky., and KFDA Amarillo, Tex.

Dewey Long, former WMOB manager, has made no announcement concerning his future plans.

Commenting on rumors that the Nunns contemplate disposing of some of their radio properties to concentrate on television, Gilmore N. Nunn, president of the group, said:

"Such reports are purely rumor. We have initiated no such plan and do not anticipate an immediate entrance into the television field of any of the markets we serve. Because the Commission [FCC] is processing no television applications and making no television grants until their final plan of allocation has been promulgated, it would be impossible to develop any complete TV program at this time. . . ."

CHANGES CALL

CBS' KQW Becomes KCBS

ONE of the country's oldest stations, KQW San Francisco, changed its call letters yesterday (April 3). The key CBS station in the Bay Area is now KCBS, providing an unmistakable link in identity with the network.

CBS purchased a 45% interest in the station in August 1947 and acquired full ownership in February of this year. Arthur Hull Hayes, CBS vice president, is in charge of operations. The call letter change is being promoted by the network and station both on the air and in other media.

GEORGES RESIGNS

Leaves Dale Radio Post

BERT GEORGES, managing director of the Dale radio interests in New Hampshire, has announced his resignation effective April 16. Mr. Georges was named general manager of WHEB Portsmouth in May 1941 and was later promoted to vice president and director when the station was purchased by former Gov. Charles M. Dale.

Mr. Georges

Mr. Georges designed and supervised the construction of WKXL Concord and WFMI(FM) Portsmouth, also Dale stations. Prior to joining WHEB he had been in radio in Georgia and West Virginia. Mr. Georges has announced no plans.

WITA Sale Approved

SALE OF 50% interest in WITA San Juan, P.R., was approved last week by FCC. Bernard and Elizabeth A. Rubeli transfer one-half interest in the 1400 kc, 250 w outlet for $25,000 to Ayuso Valdivieso, managing editor of San Juan's daily *El Imparcial*. Virgle and Gloria Meador retain 50% holding.

AGENCIES • ADVERTISERS • STATIONS

Available In Quantity

1949 RADIO-TV MAP

DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25" x 35"

● *Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.*

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

NAB Conventions

(Continued from page 30)

of sales promotion and display, National Retail Dry Goods Assn., will speak on local department store use of radio advertising. Lee Hart, NAB retail coordinator, will discuss "New Techniques for Successful Retail Radio," demonstrating her new copy-checking system designed to produce sales results.

Mr. Mitchell will give a talk on "Management's Responsibility to Radio's Selling Effort." Leo Cherne, of Leo Cherne Assoc., will forecast business developments. Mr. Goldman will discuss "Selling the Small Market Station."

Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation, will lead a panel discussion on the film project. With him will be other members of the All-Radio group, including Lewis H. Avery, Avery-Knodel; Victor M. Ratner, CBS; Julian Haas, KARK Little Rock, Ark., and others.

Presiding at the Monday night FM session, a hard-hitting talk period during which all problems of the newer medium are to be discussed, will be Leonard Asch, WBCA Schenectady, chairman of NAB's FM Executive Committee.

Serving on an FM panel with Mr. Asch will be Mr. Willard, Ted Leitzell, sales promotion manager of Zenith Radio Corp.; W. R. G. Baker, General Electric Co. vice president, representing transmitters; Everett Dillard, WASH Washington and Continental FM Network president, representing the FM network viewpoint; Leonard H. Marks, FMA general counsel; William E. Ware, KFMX Council Bluffs, Ia., FMA president; Harold E. Blodgett, WCBA Schenectady; Linnea Nelson, chief timebuyer, J. Walter Thompson Co., representing the agency viewpoint; Sam Lesner, radio editor, Chicago *Daily News*; Paul Walker, member, FCC; Cyril M. Braum, chief of FCC FM Broadcast Division, Engineering Bureau; Frank E. Pellegrin, national sales director of Transit Radio.

FM members may bring up the matter of their status in NAB's administrative setup. With reorganization pending, FM is due to receive greater emphasis as the association shifts to a functional setup based on AM, FM and TV classifications.

Mr. Willard will preside Tuesday morning, with Frank King, WMBR Jacksonville, Fla., as chairman. Mr. King heads the NAB Public Relations Executive Committee. The morning will be devoted to public relations at the management level. Harold Fellows, WEEI Boston and NAB District 1 director, will speak on the topic, "PR in PRograms Means Public Relations."

Next topic is "News: Prestige Through Reliability," with E. R. Vadeboncoeur, WSYR Syracuse, chairman of the NAB News Committee, introducing Sig Mickelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors. Richard P. Doherty, NAB director of employe-employer relations, will speak on "Employe Public Relations." Robert T. Mason, WMRN Marion, Ohio, will discuss the role of the broadcaster in the community with the topic "You and Your Town."

Panel Discussion

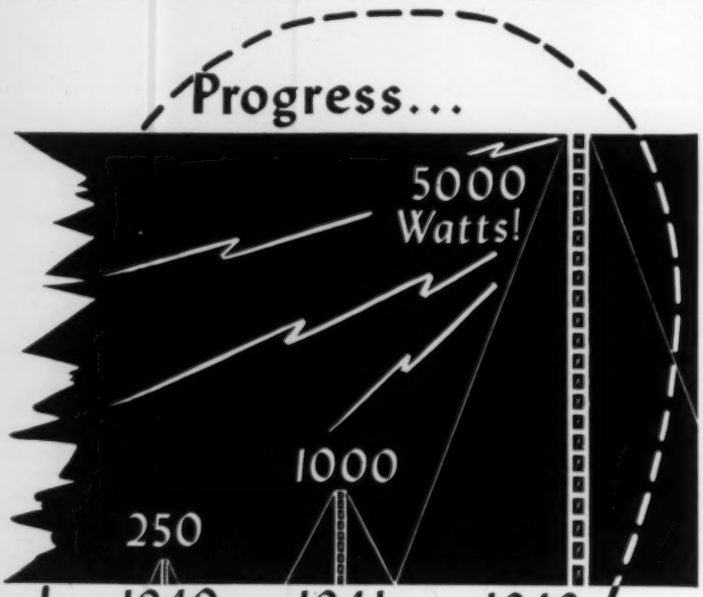
A panel discussion will present all those mentioned as well as Robert K. Richards, NAB director of public relations and publications, and Harold Fair, NAB Program Dept. director.

Judge Miller will preside at the luncheon, with the address to be delivered by Attorney General Tom C. Clark. Judge Miller also will preside at an afternoon business session. Speakers include Jose Ramon Quinones, president, Puerto Rican Broadcasting Assn., discussing "Broadcasting in Puerto Rico"; Carl Haverlin, BMI president, reporting on BMI and a BMB report, probably by Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president. Resolutions will wind up the meeting unless other matters are raised.

The annual banquet will be held Tuesday evening at the Stevens, with entertainment by BMI.

Final event of the convention is the television session Wednesday morning, in which operational problems of television networks and stations will be discussed by a panel of experts.

Presiding will be George B. Storer, president of the Fort Industry stations. Appearing on the program with him will be Terry Clyne, vice president of Biow Co.; Henry Grossman, CBS manager of television operations; E. Y. Flannagan, vice president in charge of operations, WSPD and WSPD-TV Toledo; Elaine Phillips, manager of film procurement for the Fort Industry television department, and Stanley Hubbard, president, KSTP and KSTP-TV St. Paul.



The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There's just no better way to sell the vast El Paso Southwest market than 5000 Watt KROD, key station of the Southwest Network, CBS regional outlet, far-west link of the Lone Star Chain.

KROD
EL PASO, TEXAS

Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Co., Inc.

JOINS BIOW CO.

Alter Leaves Coca-Cola

SAMUEL A. ALTER, former assistant to the vice president in charge of bottling sales, Coca-Cola Corp., has joined the Biow Co., New York as a vice president. He will head the contact group on the Pepsi Cola account.

Prior to joining Coca-Cola, Mr. Alter was director of sales and advertising at Horlick's Malted Milk Co., and a client service executive for A. C. Nielsen's Chicago office.

WTHI JOINS CBS

Becomes Basic Affiliate

WTHI Terre Haute, Ind., will join CBS as a basic affiliate Sept. 23, it was announced last Monday by William A. Schudt Jr., network's director of station relations. CBS affiliates now total 181.

The station, operating on 1480 kc with 1 kw fulltime, is now an ABC affiliate. ABC said no plans had been made to replace WTHI in the area.

JOY RETIRES

Beeuwkes Is WDAS Manager

RETIREMENT of Leslie W. Joy as general manager of WDAS Philadelphia and the appointment

Mr. Beeuwkes

Mr. Joy

of Lambert B. Beeuwkes as his successor was announced by the station last week. Mr. Beeuwkes has been commercial manager of WDAS, a 250 w independent on 1400 kc, for two years.

In radio for 16 years, Mr. Beeuwkes formerly was with KYW Philadelphia. He also served for a time in the station relations department of MBS, and was formerly associated with *The Lone Ranger*.

Born and raised in Baltimore, Mr. Beeuwkes attended The Johns Hopkins U. and Baltimore Polytechnic Institute.

MILTON RACKMIL

Named Decca President

MILTON R. RACKMIL, executive vice president of Decca Records Inc., was named president of the company at a board meeting Tuesday. He succeeded Jack Kapp who died March 25.

Mr. Rackmil

Mr. Rackmil, one of the organizers of Decca with Mr. Kapp, said the past policies of the company, which have given it a strong economic position, will be continued.

Mr. Kapp's death was sudden. The day he died he reportedly appeared in a most happy frame of mind, one which was attributed to his just having signed Bing Crosby, an old Decca artist, to another long-term contract. At close of work, he entered a taxi and was stricken as the vehicle neared his New York home. He died an hour later in the presence of his wife and two friends, Nate Blumberg, president of Universal Pictures, and Jock Lawrence, vice president of the J. Arthur Rank organization.

NAB Exhibits

(Continued from page 27)

these days are tape recorders and transcription playback tables. They will comprise much of the exhibit space.

On the production and allied art side, transcribed library services will command interest, as will various size records, including Columbia's 12-inch and 10-inch Microgroove records. Broadcasters will be able to witness playing speeds of the standard 78 rpm, transcribed 33⅓ rpm and also 45 rpm, currently sources of controversy in the industry.

Summary of equipment, space numbers assigned in Exposition Hall, and hotel suites taken:

Amperex Electronic Corp.

AMPEREX will exhibit its new line of transmitting tubes for AM, FM, TV, particularly tubes for television transmitters. Sam Norris, firm's executive vice president, will be in charge in Suites 560-61.

Andrew Corporation

FOUR new products for TV will be introduced at Exposition Hall by Andrew Corp., which now offers a complete TV antenna equipment package to telecasters. Highlighting the display in Space 2 is a scale model of the new Andrew TV transmitting antenna with single-ended feed system. A single-ended diplexer is also being shown. Other products making up the Andrew TV display include standard RMA flanged transmission line and accessories, tower lighting equipment and automatic dehydrator.

* * *

Collins Radio Co.

COLLINS will display in Space 7 its new 5 and 10 kw AM broadcast transmitter, as well as the latest 20T 1 kw AM transmitter and audio equipment, including the 212C console and a cabinet of amplifiers. FM equipment will be represented by the 737A 5 kw transmitter, 37M ring antenna and new 10 w FM transmitter for educational broadcasting (738A).

At the Collins exhibit will be Max Burrell, general sales manager; Bob Hollister, broadcast sales manager, and Harold Olson, Tommy Moseley, H. S. Killgore, John Stanbery and Carl Service. Technical assistance and advice will be given by John Green, Bob Essig, J. K. Knowles and Verne Mattison, all members of Collins' engineering department. Two Collins men—Messrs. Green and Essig—are scheduled to speak on "Automatic Selection of Broadcast Program Circuits." Collins has Suite 509.

* * *

Daven Co.

IN ADDITION to standard line of attenuators, Daven Co. will show these pieces of equipment in Space 8A: Video attenuators, RF attenuators, miniature attenuators, transmission measuring sets (types 10A and 11A), and knee-action switch. Personnel stationed at the exhibit include Lewis Newman and Edward L. Grayson.

* * *

Allen B. DuMont Laboratories Inc.

DuMONT Labs will occupy Space 9 in Exposition Hall. Attending from its television transmitter division will be Herbert E. Taylor Jr., division manager; Robert E. Kessler, assistant manager; James B. Tharpe, sales manager, and all district salesmen, sales engineers and other engineers scheduled to deliver papers. DuMont exhibit will be a complete model station, and will include several additions to its equipment line. Terminal facilities equipment and flying spot scanner are also included in model station setup with a total dollar value of approximately $130,000. On hand will be $200,000 remote truck, The Televiser.

* * *

Fairchild Recording Equipment Corp.

JAY H. QUINN, sales and adver-

(Continued on page 78)

Advertisement

NAB Exhibits

(Continued from page 77)

tising manager of Fairchild, will be on hand to talk with management and engineering personnel in Suite 539A. He will demonstrate the Fairchild professional magnetic tape recorder. Other demonstrations will include disc recorders and synchronous transcription playback tables and lateral dynamic pickups with standard and microgroove cartridges. How synchronous or non-synchronous operation of one or more, or all, of the recorders is selected instantly with a single switch will be demonstrated, as well as the universal preamplifier-equalizer and unitized audio systems. Leon A. Wortman of the firm is also to attend.

Federal Telephone & Radio Corp.

PRODUCTS to be displayed by Federal Telephone & Radio Corp. in Space 8 at the convention will be the following: Television transmitter, TV antenna, flying spot scanner, television STL link, FM STL link, FM dummy antenna, field intensity meter and transmitting and rectifier tubes.

Company's representatives to attend: A. W. Rhinow, C. J. Harrison, E. F. Giguere, H. M. Cole, G. R. Winston, J. C. Giguere, R. P. Lamons, J. J. Kircher, G. G. Scott and Crump Smith. Federal also will maintain Suite 534.

Gates Radio Co.

GATES Radio Co. will occupy Space 6 of the heavy equipment exhibit, directly off the main entrance. For the first time, firm will show its new matched control line of speech input equipment featuring apparatus for AM, FM, TV and new control desks with mountings. Gates also will display its new 10 w FM transmitter designed for educational service (Model BFE-10). Also slated to be introduced are the company's combination 250-1,250 w transmitter and BF-1A 1 kw air-conditioned AM transmitter. Other items include continumatic dynamote portable amplifier for both battery and AC operation and new transcription turntables. Personnel to be stationed at the exhibit include F. W. Wentura, chief engineer in charge; Fred Grimwood, sales manager; L. I. McEwen, executive vice president; Bill Parker, in charge of FM design; Norbert Jochem, audio design; Fred Damm, directional phasing equipment design; Bob Ware, Midwest sales engineer; O. J. McReynolds, Washington zone manager; Bob Kuhl, South Central zone manager.

General Electric Co.

Personnel data and plans not available. GE will occupy Space 12.

THE NEW GRAY

SOUND EFFECTS CONSOLE

for AM, FM, TV and Film Studios

Here's maximum versatility in the production of sound effects in today's modern studios!

- 3 TURNTABLES
- CONTINUOUSLY VARIABLE 10 TO 130 RPM
- 4 SPECIAL TONE ARMS
- ACCURATE CONTROL FOR FADING, LAPPING, VU REGULATION AND GAIN
- HIGH FIDELITY AMPLIFIERS AND EQUALIZERS
- TRANSPARENT SCRIPT RACK
- AMPLE STORAGE SPACE
- RUGGED CONSTRUCTION

Please ask for descriptive bulletin 1001

THE GRAY RESEARCH & DEVELOPMENT COMPANY, Inc.
16 ARBOR STREET · HARTFORD 1, CONN.
W. E. Ditmars, President

Gray Research & Development Co. (Div. of Gray Mfgr. Co.)

A TELEVISION optical slide projector—the Telop—will be one of the products to be displayed by Gray Research & Development Co., Hartford, Conn. Used with TV film cameras, the projector (type T-101) can be used for flashes of newsphotos, temperature or time, station and sponsor identification, titles, announcements and aides to lecturers. Motto for product: "Pattern time is revenue time." Firm will also display variable speed sound effects turntable and transcription equipment. Arthur H. Jones, vice president of company, will be in charge of the exhibit in Room 547.

Graybar-Western Electric-Machlett Labs.

WESTERN Electric's complete line of radio broadcast tubes, manufactured by Machlett Labs, will be displayed by Graybar Electric in Space 4 of Exposition Hall. Included in exhibit is a newly-developed high-power thoriated cathode tube for use as single output tube in 25 kw television and 50 kw FM service. New automatic seal water jacket, now available for use with this new tube series, also will be featured. Suites 504A-05A-07A have been assigned to Graybar-Machlett-Western Electric.

Magnecord Inc.

COMPLETE line of magnetic tape recording and reproducing equipment, especially designed for broadcast use. will be displayed in Suite 515A-17A. Equipment is of unit construction and various combinations will be shown. In addition, new models incorporating some suggestions by broadcasters will be demonstrated. R. J. Tinkham, president; C. G. Barker, vice president in charge of sales, and J. S. Boyers, chief engineer, will attend.

Presto Recording

PRESTO's exhibit will occupy Suite 553 in the Stevens. Personnel on hand will include George J. Saliba, president; Thomas B. Oldrich, sales manager, and John Strampfer, production engineer. New products to be displayed and demonstrated, in addition to the usual line, are Presto's new tape recorder and gear-driven turntables for both recording and transcription. Playback equipment comprises 16-inch turntable, 12-inch speaker and 10 w amplifier, all contained in floor cabinets.

Radio Inventions

RADIO INVENTIONS, in cooperation with Stewart-Warner, will occupy Space 5, with the exhibit to show facsimile transmitting and receiving equipment. Typical facsimile programs will be produced by an editorial staff in the exhibit space and will be transmitted by a General Electric dual console facsimile transmitter to one of the local Chicago FM stations. Program then will be multiplexed over FM transmitter by a system which superimposes facsimile signal on the sound signal with no degradation of full 15,000 cycle tonal range, according to firm. Programs thus transmitted will be picked up in exhibit space on recorders manufactured by GE, Bunnell Mfgr. Co. and a new display model to be introduced there by Stewart-Warner Electric Co.

As a further demonstration of facsimile speed, pictures will be taken of broadcasters viewing equipment with the new Polaroid camera. Prints will be taken directly from camera and transmitted by facsimile.

Those who will attend include J. V. L. Hogan, president of Radio Inventions, who will deliver a paper on facsimile before the engineering conference; Elliott Crooks, vice president; Roscoe Kent, special representative; Frank Hester, chief engineer; and John Long, John V. Hogan and John Smith of company's engineering staff.

Radio Corp. of America

RCA will display what it claims to be its greatest broadcast and television display in history, assembling everything from microphones to antennas for AM-FM and TV for the convention. All 21 field representatives of RCA's broadcasting section of the engineering products department, together with chief development engineers and members of firm's Camden sales staff, will attend. RCA display will occupy Space 11 (3,000 square feet) and feature three model studio layouts, including one with TV equipment as part of RCA's new "Basic Buy" package. W. W. Watts, vice president in charge of engineering products department, also may attend.

Exhibits will include new portable and console tape recorders, kinephoto equipment, remote TV switching system, video test equipment, new 5 kw FM transmitter, film projection equipment. Special demonstrations of LC-1A duocone loudspeaker, new 50 kw FM transmitter tank circuit and 45 rpm record-playing system will be highlighted.

RCA-Victor will maintain Suites 504-05-07. The probable list of personnel attending the convention:

T. A. Smith, general sales manager; A. R. Hopkins, products mgr., broadcast section; M. A. Trainer, merchandise mgr., Broadcast and Television Studio Equipment; Dana Pratt, merchandise mgr., Broadcast and Television Transmitters; C. M. Lewis, sales manager of Field Sales Group, and these members of the Field Sales staff: Walter Varnum, Kansas City; W. L. Bittel, Camden; E. W. Bonslett, Chicago; P. H. Clark, Chicago; E. Frost, Los Angeles; L. W. Hasseler, New York; J. E. Hill, New York; A. Josephsen, New York; J. H. Keachie, Cleveland; F. D. Meadows, Indianapolis; P. G. Walters, Atlanta; F. J. Kelley, Dallas; E. Miller, New York; D. E. Newborg, Cleveland; R. J. Newman, San Francisco; J. L. Nickels, New York; M. R. Paglee, Dallas; R. J. Palmisano, Atlanta; J. P. Riley, Atlanta; E. C. Tracy, Chicago; E. J. Meehan, Camden; J. P. Taylor, manager, Advertising and Sales Promotion; W. O. Hadlock, advertising; M. L. Gaskill, advertising; V. E. Trouant, broadcasting engineering; J. E. Young, broadcasting engineering; J. H. Roe, television engineering; R. V. Little Jr., sound engineering; E. S. Clammer, broadcast sales; F. E. Cone, television engineering; L. E. Anderson, television engineering; H. E. Gihring, television engineering; W. E. Stewart, audio engineering; W. J. Poch, television engineering; P. B. Reed, sales administration; H. S. Walker, RCA, Canada; R. J. Smith, television and broadcast engineering; O. O. Fiet, broadcasting engineering; T. U. Foley, broadcasting engineering; and others.

Raytheon Mfg. Co.

RAYTHEON Mfg. Co. will occupy exhibit Space 3 (on center aisle). Attending will be Ray C. Ellis, vice president; James J. Tynan, sales manager, and Leonard A. Rooney, John S. Spargo and William E. Neill. Firm will display "rack" items, to be installed in a closed rack cabinet to show equipment as actually used. Firm plans to show for first time a brand new item to broadcast line, in addition to following equipment: RTR-1A transmitter and receiver (television relay), TV camera chain, a Raytheon transmitter, RFW-B sectional FM antenna, RC-11 studio console, RPC-40 consolette, RL-10 limiting amplifier, RM-10 monitoring amplifier, RP-10 program amplifier, RZ-10 four channel (plug-in type) preamplifier, RPL-10 line amplifier, voltage stabilizers, mobile equipment, and television receivers.

Stewart-Warner Electric Div. Stewart-Warner Corp.

FIRST commercial display-type facsimile receiver will be exhibited by Stewart-Warner in cooperation with Radio Inventions Inc. Receiver will consist of a recorder, facsimile amplifier and multiplexer, FM receiver and loudspeaker built into a display-type cabinet, and be capable of completely unattended operation during a period of a week or more. Programs will be originated from Radio Inventions facsimile console in the exhibit, and transmitted via telephone lines to a local station (WMAQ-FM). Multiplexed combined facsimile and sound program will be received back in Exposition Hall booth. Space 5 is site of S-W exhibit.

Westinghouse Electric Corp.

WESTINGHOUSE will exhibit its new 50 kw AM transmitter in Space 10 at Exposition Hall through its Industrial Electronics Division. Redesigned to include late engineering developments, new transmitter makes operation easy and accurate by installation of complete motor-driven controls and indicators on front panels of cubicles (for details see transmitter story).

Company's representatives at convention are headed by F. W. Fischer, supervisor of communication sales; Irving Mager and W. D. Crawford, sales department personnel; and such district electronics engineers as A. D. Massey, St. Louis; G. B. Saviers, Pittsburgh; M. Brasseur, Chicago; M. R. Briggs, division engineer; T. M. Bloomer, section engineer; and N. B. Tharp, C. K. Hooper, and H. F. Williams, all engineers. Suites: 556-A-57-A.

Wincharger Corp.

WINCHARGER CORP.'s display will consist of a radio tower, FM antenna and exhibition of lighting equipment. Attending will be M. M. Lasensky, sales manager; Al Tilton, assistant sales manager, and other sales staff members including Ben Farmer, Warren Cozzens, Henry Geist, William Taylor and Hollis Joy.

Production & Other Allied Exhibits

Associated Program Service (Div. of Muzak Corp.)

ASSOCIATED is basing its exhibit presentation in Suite 509A on the "platform that transcribed library service should provide . . . stations' clients with musical material designed expressly for radio broadcasting and for commercial radio programming." To emphasize this purpose dramatically, Associated has prepared an eight by ten feet display (along the wall). In center section will be a station log covering full seven-day week and hourly periods from 6 a. m. to 12 midnight. Each of company's shows that deal with script features will be inserted in log. Entire center will be lighted fluorescently. Two side sections will contain a listing of major classifications of Associated music, each coupled with names and silhouette picture of one of the artists in classified groups. On opposite wall, a similar display will show pictures of key artists and appropriate caption.

Associated will have playback, sample discs, promotion literature, and special brochures introducing latest script feature, *The Stars Sing*. A hostess will receive and register guests, also pinning gift corsages on women visitors. Personnel will comprise Bert Lown, vice president in charge of station relations; Richard S. Testut, vice president and general manager; John J. O'Connell, account executive; Leslie Biebl, continuity director.

* * *

Broadcast Music Inc.

BMI will occupy the main foyer of Exposition Hall, with headquarters in Suites 537A, 536A, 535A. Exhibit will include the actual presentation of BMI's logging department, entitled "Operation Log." Complete exhibit shows overall scope of BMI's position in the broadcasting industry, with display emphasizing in the form of charts and graphs the steps involved in BMI activities. Steps are (1) breakdown of music catalogue, (2) specific services as programming aids to broadcasters, (3) number and type of broadcasters licensed by BMI, (4) manner in which BMI selects its monthly sample for logging and (5) actual logging process, employing use of latest electronic accounting and tabulating machines. This exhibit will be located in the main foyer, adjacent to the Stevens Hotel's Exposition Hall.

Representatives at convention: Carl Haverlin, president; Sydney M. Kaye, co-chairman of the board, executive vice president; Robert J. Burton, vice president in charge of publisher relations; Roy Harlow, director of station relations; M. E. Tompkins, president, Associated Music Publishers; Ralph Wentworth, Glenn Dolberg, James Cox, Al Marlin, Lin Pattee, Ken Sparnon, Dorsey Owings, Israel Diamond, M. H. Shapiro, Hy Reiter, Harold Orenstein, Miss C. Brewster, Miss V. Hanover.

* * *

Capitol Transcriptions (Div. of Capitol Recorders Inc.)

ATTENDING Capitol's exhibit in Suite 502 will be Walter B. Davison, manager; Bill Young, East Coast; Jack Barton, Midwest, and Cliff Ogden, Pacific Coast. Space and spread of exhibit will be reduced at convention compared with last year's, according to Mr. Davison.

* * *

Columbia Records Inc. (Subsidiary of Columbia Broadcasting System Inc.)

HIGHLIGHT of Columbia Records' exhibit in Room 548A will be the new Long-Playing Microgroove transcription. The 12 inch record offers 20 minutes of program on each side. Several samples of quarter-hour shows and spot announcements will be offered, too, to demonstrate transcriptions of commercial programs. Columbia's 10-inch Microgroove record (13 minutes on each side) also will be exhibited.

Columbia representatives attending the convention include Robert J. Clarkson, general manager; Girard D. Ellis, Chicago office manager; William H. Wheeler, Hollywood office manager, and William S. Bachman, director of engineering research and development.

* * *

Encyclopedia Britannica

OFFICIALS of the firm have indicated they would maintain exhibit space (4A) at the convention, "because of the consistently increasing use of (the encyclopedia) and the accompanying services by the broadcasting industry." No details were furnished.

* * *

Harry S. Goodman Radio Productions

IN CONNECTION with its new program, *Jump Jump of Holiday House*, Goodman Productions will distribute more than 1,000 hand-dressed, hand-painted dolls to convention delegates. In addition, two professional models dressed as "Jump Jump" will assist with display, parading through Convention Hall. Also slated for introduction are Goodman's new Cole Musical Library and TV film spots. Firm will have a projection machine and complete series of 51 *Weather Forecast Jingles* which have been reproduced on 16mm film in Kodachrome. Other television features will be shown, as will the new series, *Rendezvous with David Ross*. Jim Ameche will be on hand to greet station men in connection with new

(Continued on page 80)

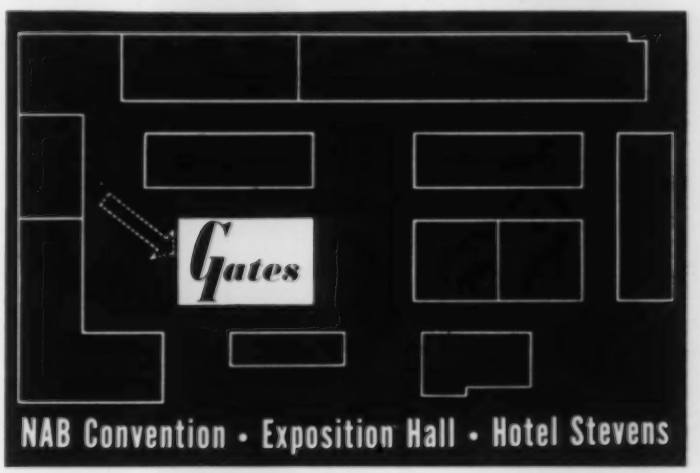
'KEEPING WELL'

WFBR Series Marks 10th Year

TEN YEARS of health education through radio service have been observed by WFBR Baltimore in the City Health Department. Weekly drama series, *Keeping Well*, prepared and aired on the station by Health Department officials, last month marked its 500th broadcast. Dr. Huntington Williams, commissioner of the Health Department, supervises the programs and Dr. M. Alexander Novey, director of the Bureau of Child Hygiene, plays the central character in the dramas.

Rehearsing the 500th broadcast of Keeping Well *are (l to r) Dr. Williams; W. Bertram Hanauer, WFBR program director; and Dr. Novey*

During the past ten years WFBR has furnished all times, facilities, actors and directors as a public service. On the 500th broadcast of *Keeping Well*, Dr. Williams indicated statistics point to many direct achievements from the weekly radio programs, including passing of an occupational disease law, an ordinance on the hygiene of housing, and a loan for health district building and a tuberculosis hospital.



Allied Exhibits

(Continued from page 79)

production series, *Jim Ameche Storyteller*, also to be introduced.

Attending the convention will be Harry S. Goodman, president; his son Everett, vice president; Hal Willis and William Whitlock, district managers, and Jack Slatter, Canadian representative. Goodman has taken Suites 512-13.

* * *

International News Service-International News Photos

THE INS-INP television department will have a display in Suite 539, with department fully represented. All types of TV news programming (from newsreels to still photos) will be displayed. Highlight will be INS video news tape, and adaptability to telecasting, in which INS pioneered more than two years ago. Sponsors and station clients, as well as market areas served by Telenews-INS-INP programs, will be illustrated through use of easel display and other visual aids.

Robert H. Reid, television department manager, will head representatives to include Charles N. Burris, sales manager, Telenews Productions Inc.; John Cooper, INS radio director; William Stewart Jr., INS West Coast business representative; A. W. Stark, Midwest business representative, and Gerald Healey, managing editor, INS Central Division (Chicago).

Keystone Broadcasting System

LITERATURE explaining the background of its transcription network (comprising 385 stations, 300 of them in single station markets) will be made available by Keystone Broadcasting in Suite 524A. Attending will be Naylor Rogers, executive vice president; Arthur Wolf, vice president; Sidney J. Wolf, secretary-treasurer; Elizabeth M. Mueller, in charge of traffic, and Emma G. Rogers, station relations director.

* * *

Lang-Worth Feature Programs Inc.

ENTIRE Lang-Worth Program Service of over 600 individual selections and high-fidelity equipment for audition purposes will be on exhibit in Suite 512A-13A. Theme of its exhibit will be "Network Calibre Programs at Local Station Cost" and will feature special production programs. Lang-Worth plans also to unveil its "Mystery Record," which measures only eight inches in diameter. Full 15-minute program may be recorded on one side and reproduced with high-fidelity. Latter equipment will be available to engineers who desire to audition and test, with demonstrations given at appointed hours.

Personnel attending Lang-Worth exhibit will be headed by C. O. (Cy) Langlois, president, and Pierre Weis, vice president in charge of sales. Others are John D. Langlois, secretary; Cy Langlois Jr., treasurer; Ralph S. Hatcher, station relations; J. A. Miller, research and engineering director; W. O'Keefe, vice president in charge of talent.

* * *

London Library Service (Div. of London Gramophone Corp.)

LONDON Library Service will introduce its transcription library available on 10-inch 78 rpm discs, and an album of standard calibrated frequency test discs. Transcription library contains instrumental selections only. Joseph F. Hards, manager, and Richard Paganelli will be available at London's exhibit rooms, 519-A and 520-A.

* * *

C. P. MacGregor Electrical Transcriptions

SUITE 542A has been assigned to C. P. MacGregor. Display, though slightly smaller than last year, will run about the same, according to firm. Firm will exhibit recording artists for its syndicated features and music library service, as well as multi-colored transcriptions, playback for auditioning purposes and pamphlets. For first time exhibit will show entry into record business with specialized albums of different selections of square dancing. Personnel attending convention will be Rudy Rudolph, sales manager, and Nat V. Donato, eastern manager.

* * *

Charles Michelson Inc. Radio Transcriptions

VARIOUS transcribed program series, including new features for local sponsorship, will be exhibited in Suite 520 by Charles Michelson Inc. Company will display its complete Speedy-Q and Gennett sound effect record libraries, and give instructions on their use. Also slated for exhibit are the Michelson Porto-Playback machines—portable transcription players, for use of sales staffs in station auditions. Personnel attending include Charles Michelson, president, and Sidney Guber of program department.

* * *

NBC Radio Recording Division (Thesaurus & Syndicated Programs)

PERSONNEL of NBC Radio Recording, to be stationed in Suite 516, will be headed by Donald J. Mercer, director, and Wade Barnes, manager of Thesaurus & Syndication sales. Others include Addison Amor, eastern representative; William Reilly, central representative, and William Gartland, western representative. Exhibit will be built around two long-established station services: NBC's Thesaurus and Syndicated Programs. Latest news and developments, plans and progress of these sources of transcribed programming will be outlined by the above representatives.

* * *

Radiotime Inc.

RADIOTIME will maintain headquarters in Suite 521A, displaying large blowups of sample pages of Radiotime, as well as advertiser and agency comment on the service and a montage of enlarged ad strips. Following are the officers of firm who may attend: Charles T. Stuart, president; Horace N. Stovin, vice president; Walter E. Elliott, secretary; Hugh Feltis, treasurer, and George S. Dietrich and Ross Merritt.

MAKING a point at recent session of "Advertising in Industry" conference series, sponsored by Los Angeles Advertising Women at KMPC Hollywood, is Russ Eller (r), advertising manager of California Fruit Growers Exchange. Frank Rice, publicity director of Bullock's Inc., department stores, and Alice Belding, wife of Foote, Cone & Belding board chairman, Don Belding, wait for their rebuttal period. Messrs. Rice and Eller were speakers during the session and Mrs. Belding was hostess.

* * *

Radio Television Publicity Corp.

SUITES 528A-30A will be occupied by Radio Television Publicity Corp. "Merchandising, publicity and promotion plans for AM-FM-TV stations will be outlined in detail to visitors," according to the firm. Booklets on their various promotional devices also will be available. Stationed at headquarters will be I. P. Mattaway, E. W. (Bill) Malone, A. A. Graves and Ray T. Gilley.

* * *

SESAC Inc.

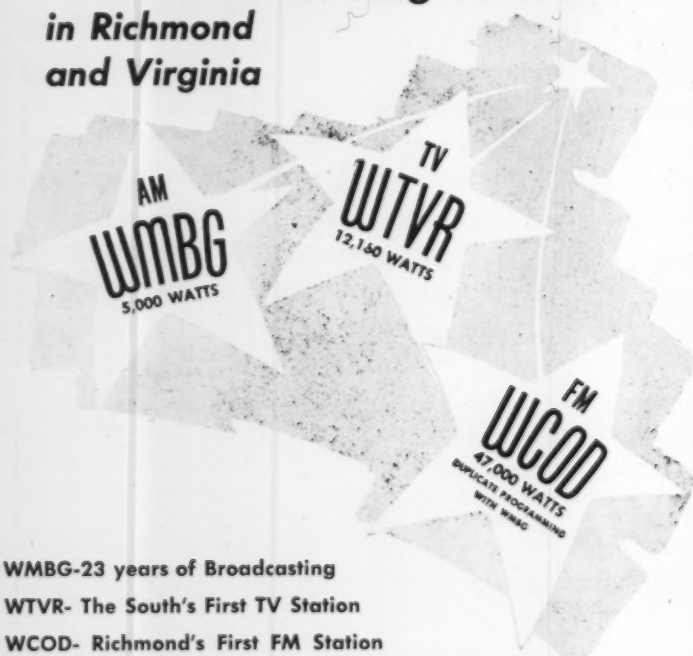
SESAC headquarters will be in Suite 553A. On display will be promotion material, music samples of its publishers, and transcribed library service, including new recordings. Convention representatives will be the following: Kolin Hager, assistant to president; R. C. Heinecke, treasurer; K. A. Jadassohn, general manager; Robert Stone, program service; W. F. Myers, station relations, and M. K. Vickery, Peter J. S. King and George W. Johnston, field representatives.

* * *

Standard Radio Transcription Service Inc.

STANDARD plans to announce a new service to its program library subscribers at the convention. Service will take the form of five new "Star Shows"—each a series of commercially-designed programs built within the service and tailored for local sponsorship (see production availabilities for details). Firm will offer the presentation in Suite 556-57 at the Stevens Hotel. Other exhibits include new talent additions, Standard's Sound Effects Library, and Mood Music Library. On hand in Suites 556-57 will be

The Outstanding Stations in Richmond and Virginia



WMBG-23 years of Broadcasting

WTVR- The South's First TV Station

WCOD- Richmond's First FM Station

—FOR RESULTS USE—

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

HAVENS & MARTIN, Inc., RICHMOND, VA.
John Blair & Co., National Representatives

AFFILIATES OF NBC

Jerry King, Milt Blink, Alex Sherwood, Gus Hagenah, Lewis Tee-Garden, John Devine, and Dave Williams.

* * *

Transcription Broadcasting System (NO advance exhibit data submitted by firm. For current line, see availabilities story.)

* * *

World Broadcasting System

WORLD's half-hour musical, *The Lyn Murray Show*, will be presented by Ziv Productions in Rooms 500 and 501 at the convention. WBS' exhibit is expected to reflect the new commercial policies that now characterize the presentation and usage of the World Program Service Library.

* * *

Frederic W. Ziv Radio Productions

AT THE Ziv exhibit in Suites 500-1-1A, a detailed presentation of typical success stories from sponsors of Ziv shows will be presented. Presentation will include various sponsor classifications, their renewal history and Hooperatings. Exhibit is also expected to show volume of business done by department stores and bakeries. Other classifications include drug chains and products, breweries, furniture and appliance stores, public ultilities, bands and grocery and food chains. Ziv's new half-hour western, *The Cisco Kid*, will be prominently displayed at the exhibit.

PROPOSAL DEADLINE
Extended by FCC

DEADLINE for protests or suggestions on FCC's proposed new advertising and cutoff procedure for broadcast applications [BROADCASTING, Feb. 28] was extended by the Commission last Thursday from April 4 to May 4.

The extension came in a partial grant of a petition by the Federal Communications Bar Assn. asking for 90 days additional time in view of the complexity of the proposed new rules [BROADCASTING, March 21]. The proposal would eliminate the competitive bidding now permitted in station sales but would require local advertising of all major broadcast applications and establish 90-day cutoff dates for mutually exclusive applications.

Hennock To Speak

FCC COMR. Frieda B. Hennock will address the May 3 Women's Luncheon of the 37th annual meeting of the U. S. Chamber of Commerce on "What of the Future in Our Domestic Affairs?" She will share the speaking honors with Sen. Margaret Chase Smith (R-Me.), who will discuss the future of international relations. Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, will address a luncheon session May 4 on "Can Congress Cure Transportation Ills?" The meeting will be held in Washington, May 2-5.

FIRST 15 PROGRAM HOOPERS—March 30 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	268	Kaiser-Frazer (Weintraub)	27.5	29.0	—1.5	1
Original broadcast	25.2					
Added by 2nd broadcast	2.3*					
Radio Theatre	149	Lever Bros. (JWT)	24.7	25.1	—1.4	3
McGee & Molly	165	S. C. Johnson & Son (NL&B)	23.4	26.8	—3.4	2
Godfrey's Talent Scouts	155	Lipton Div.-Lever Bros. (Y&R)	23.4	19.1	+4.3	13
Jack Benny	174	American Tobacco (BBDO)	22.3	25.5	—3.2	4
Original broad cast	19.7					
Added by 2nd broadcast	2.6*					
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	21.6	20.9	+0.7	10
Bob Hope	151	Lever Bros. (Y&R)	21.5	23.4	—1.9	6
Stop the Music (avg.)	175	Smith Bros. (SSC&B), Eversharp (Biow), Speidel Co. (C&P), P. Lorillard (L&M)	20.2	—	—	—
Duffy's Tavern	160	Bristol-Myers (Y&R)	18.3	18.1	+0.2	15
People Are Funny	163	B & W Tobacco (Seeds)	17.8	14.5	+3.3	25
Inner Sanctum	154	Emerson Drug (BBDO)	16.8	13.1	+3.7	36
Mr. District Attorney	160	Bristol-Myers (DC&S)	16.2	18.5	—2.3	14
Amos 'n' Andy	149	Lever Bros. (R&R)	16.2	23.3	—7.1	8
Crime Photographer	163	Toni Div.-Gillette (FC&B)	16.0	11.5	+4.5	45
Bing Crosby	235	Philco (Hutchins)	15.7	15.9	—0.2	20
Suspense	164	Electric Auto-Lite (Newell-Emmett)	15.7	—	—	—

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NARBA Expires

(Continued from page 23)

Chairman Wayne Coy. Under the current timetable, NARBA nations must submit their NARBA proposals by May 2.

Expiration of NARBA came March 29—eight years to the day from the time it became effective in 1941.

There was considerable speculation among industry observers, however, as to the actual effects of the expiration.

Since all of the signatory nations except Cuba had indicated in advance that they would agree to an extension of NARBA terms, many observers felt defections would be few if they occurred at all. They thought it should not be difficult to get the signatures of representatives of these nations on a new copy of the old NARBA.

They conceded, however, that previous statements of willingness to abide by the treaty would not bind any nation to do so.

Cuba's refusal to agree to an extension was attributed by her spokesmen—unofficially—to a dislike for "certain portions" of the NARBA heretofore in effect. Officials confided informally that they would indulge in no frequency-jumping, but that they didn't want to be tied down to all the terms of the old agreement.

Other sources thought Cuba's main motivation was a desire to protest the number of new stations granted in the U. S. since the war, particularly in the Southeast and in Puerto Rico.

Cuba's desires, as indicated by her earlier NARBA proposals, center on additional clear-channel rights, although principally for Class 1-B rather than 1-A use.

In indicating their desire for a postponement or limitation of the scheduled September NARBA conference, Mexican spokesmen cited continuing and conflicting international conferences which would occupy her communications experts.

Unofficial quarters in the U. S. felt, however, that the move might be a stall to permit Mexican use of the new 540 kc broadcasting frequency to become firmly implanted. Despite U. S. protests that 540 kc should not be put into use pending international agreement, Mexico has authorized a 150 kw station on 540 kc at San Luis Potosi, 350 miles below the U. S. border, and according to NAB has already got the station's power up to 50 kw. The U. S. is continuing its protests.

Meanwhile, Canadian and U. S. authorities were closeted Wednesday for lengthy conferences on the outlook in view of NARBA's expiration. It was known also that FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation to the Mexico City International High-Frequency Broadcasting Conference, conferred with Mexican and Cuban representatives at Mexico City. Results were not available immediately.

In the Washington conference, held at the State Dept., Canada was represented by G. C. W. Brown, her comptroller of radio. Washington authorities reportedly signified their intention to continue to abide by NARBA even though it has expired, and it was felt that Canada would take the same course.

The NARBA problem is expected to be canvassed in detail at the Saturday (April 9) roundtable session of the NAB Engineering Conference in Chicago.

The original NARBA was negotiated in 1937 and became effective March 29, 1941. It was due to expire in 1946 but a three-year Interim Agreement was worked out and signed in February of that year. The further extension contemplated by recent correspondence between the nations—and to which all the nations but Cuba signified agreement—would have been for two years.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

We may have no listeners in Managua, Nicaragua--but there is not one square inch of rich black soil in the entire wealthy Sioux Falls trade area that isn't covered by KELO as thoroughly as Grandma's old crazy quilt used to cover Grandpa's favorite four-poster.

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

Heavy Equipment

(Continued from page 27)

also noteworthy, in view of the Symmetron, devised by Westinghouse Electric Corp. The system, which calls for tubes to operate in parallel, has implications and applications for FM broadcasting, as well as in both black-and-white and color television. Symmetron may be applied on varied radio frequency power levels.

Also available are transmission sets for measuring characteristics of audio systems and their components. They are suggested for use by AM-FM stations in checking FCC requirements. Manufacturer is the Daven Co.

Following are brief descriptions of transmitting equipment now available to AM, FM, TV stations, as reported to BROADCASTING (firms are listed alphabetically):

* * *

Andrew Corp.

FOUR new products for television, including a new TV transmitting antenna with single-ended feed system and diplexer, comprise Andrew Corp's (of Chicago) latest developments. Feed system utilizes new principle for broadcasting, while design is offered to provide savings in cost of antenna and transmission line to energize it. Diplexer consists of simple sections of line interconnected and spaced to achieve necessary frequency discrimination with minimum of physical material. Other products available are a high-efficiency, solderless, gas-tight transmission line for TV, and a new 2,000 mc high gain parabolic relay antenna. Line comes in two diameters: 1⅝ inches and 3⅛ inches. Loss in the 3⅛ inch line, expressed in decibels, is 35% less than corresponding loss in RMA standard line.

* * *

Blaw-Knox Co.

SPECIALIZING in transmission towers, Blaw-Knox Div. of Blaw-Knox Co. offers an LT triangular-guyed tower, economically designed to be used as an AM vertical radiator, or to support lighter types of FM or TV antennas. Structure incorporates many features not ordinarily found in low-priced towers, according to firm. Another is heavy-duty self-supporting tower—types H-21 and H-40—towering 500 feet, designed to take loads imposed by the largest FM and TV antennas or combinations. Provision is made for inside climbing ladder and also for attaching transmission lines which feed antenna. Another tower is type CFN, with similar purposes. Taller Blaw-Knox towers include DGN, available in heights up to 600 feet, and DGH, up to 1,000 feet. Most popular types are H-21 and H-40, which the company feels are well-adapted to congested areas.

Collins Radio Co.

A NEW 5/10 kw AM broadcast transmitter is currently being made available by Collins Radio Co., Cedar Rapids, Iowa. The 5 kw version, known as 21B, features easy modification to future 10 kw operation with minor circuit revisions and component additions. Other features are triple recycling, localized control and improved tube connector. Another feature is differential relay protection which assures longer tube life. Also offered is the latest 20T 1 kw AM transmitter which requires only 4.75 kw of power at 100% modulation. Entire transmitter uses only nine different tube types including rectifiers and voltage regulators. New 5 kw FM transmitter for educational broadcasting, type 737A, obtains 2 to 60 kw radiated power economically. Type 738A 10 w FM transmitter contains microphone level audio input channels and a complete control system.

* * *

The Daven Co.

TRANSMISSION measuring sets (Types 10A, 11A), designed to measure characteristics of audio systems and their components, is offered by the Daven Co., Newark, N. J. Former is direct reading instrument which eliminates laborious calculations and is arranged so that two meters and range controls can be used independently as VU meters in program monitoring. Latter is also simplified gain set, suggested for use by AM-FM stations in checking FCC requirements.

* * *

Allen B. DuMont Laboratories Inc.

DuMONT LABS has available a new Acorn transmitter (for other equipment, see separate story).

* * *

Federal Telephone & Radio Corp.

WHOLLY-AIR-COOLED television transmitter is among the new products currently available from Federal Telephone & Radio Corp. According to firm, transmitter achieves major advantages of high and low level modulation, and provides reliable, economical performance with tubes of proven merit, simplified maintenance and flexible installation arrangement. A high-gain "Triangular Loop" coaxially-fed TV broadcast antenna, TV counterpart of Federal's FM Square Loop antenna, is another product. Eight stacked loops provide a power gain of 8.3 over a half-wave dipole. Also available is an all-metal dummy antenna for tuning and testing high power transmitters in the FM broadcast band. All-metal dissipating elements eliminate the conventional resistors and insulators subject to cracking and burn-out. Federal offers TV, AM, FM transmitters.

* * *

Gates Radio Co.

GATES RADIO Co., Quincy, Ill., offers a new 10 w FM transmitter (BFE-10) designed for educational service, in addition to low-cost FM antenna to match transmitter. Complete transmitter is housed in steel cabinet 36 inches high, 34 inches wide and 24 inches deep. Five 3-inch meters are placed along top. RF output impedance is 40 to 80 ohms, with power output of 10 w. For high power, firm has combination 250-1250 w transmitter, covering entire wattage range with flip of switch. Innovations in FM are also provided. The BF-1A 1 kw air-conditioned AM transmitter features new system of air-circulation, and is massive in size. Gates also has new Continumatic Dynamote Portable amplifier for both battery and AC operation.

* * *

General Electric

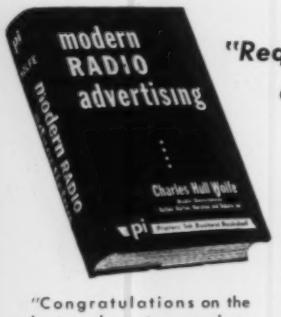
GENERAL ELECTRIC, Syracuse, N. Y., offers as two of its latest pieces of equipment a new utility video amplifier (4TV17A1) and stabilizing amplifier. Former is for two-channel general purpose use as a line or monitoring amplifier, and is useful in raising remote programs as low as 1.2 v up to standard 2.0 v for transmission. Either channel can be used with 75-ohm matched input, or with high impedence bridging input. Stabilizing amplifier is designed to improve TV picture signals, and is usable in studios and at transmitters as a picture line amplifier or for remote line and radio relay links. Equipment can raise a signal as small as 0.2 v, peak to peak, to a standard picture line signal of 2 v. Some specifications: Frequency response, flat within 5% from 0 to 5 mc; input voltage range 0.2 v to 3 v, peak to peak, composite video . . . output voltage range, 1.5 to 2.5 v, peak to peak, adjustable, also 0.3 to 0.5 v, monitor output.

GE also has 10 w educational FM transmitter (type BT-11-B). Amplifier is mounted in a simple and practical cabinet, and transmitter has fewer tubes, components and adjustments, GE claims. Carrier power output, 10 w; carrier frequency range 88 to 109 mc. Heart of transmitter is GE phasitron tube, applying single-crystal, direct frequency control, with no conversions needed. Modulator has 10 r-f tubes, 9 tuned circuits and 1 crystal.

* * *

Gray Research & Development Co. (Div. of Gray Mfg. Co.)

USING the motto "pattern time is revenue time," Gray Co. offers a television optical projector for use with TV film cameras. Called the Telop, the dual projector consists of opaque cards 3¼ inches by 4 inches, for announcements, titles and programs; glass slides, same measurements, for transparencies; small objects and strip material. One object can be faded to another instantly or by lap dissolve or superimposing to obtain special effects. With use of a diplexer, one TV camera can be used for two film



A PRINTERS' INK BUSINESS BOOK

"Required Reading for everyone in the radio field."

says EDGAR KOBAK

President of Mutual Broadcasting System

"Congratulations on the best and most comprehensive book so far ever written on RADIO ADVERTISING." —*H. V. Kaltenborn*

43 CHAPTERS COVERING:

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Past, Present and Future Opportunities

PACKED with up-to-date facts, ideas and techniques, this new book has the practical, detailed information advertisers, admen and broadcasters want to know about: planning radio campaigns, buying radio time, writing radio commercials, and testing radio advertising for better results. In addition, it gives a complete, current analysis of television advertising, its impact, circulation, techniques, costs and potentials.

Among the specific information it gives 38 uses and advantages of spot radio, 16 steps in a radio campaign, advantages and disadvantages of 18 types of commercials, etc. "Not only the newest and largest but the most useful book ever written on how to get better advertising results from radio and television."—*John Caples, Vice Pres.*, BBD&O.

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With an analysis of television advertising

By Charles Hull Wolfe

Director of the Radio & Television Testing Bureau, BBD&O

Over 750 pages $7.50

SEND THIS COUPON TODAY

FUNK & WAGNALLS Co. Dept. B44
153 East 24th St., New York 10, N. Y.

Send me MODERN RADIO ADVERTISING. After ten days I will send $7.50 plus a few cents postage or return the book postpaid.
If remittance is enclosed, we pay the postage. Same return privilege.

Name .....
Address .....
City ..... Zone ...
State .....
Position .....
Company .....

projectors and the Telop. Thus use of one camera chain is not tied up exclusively by one slide projector. Other advantages are program flexibility and long, reliable operation, firm claims. Choice of four slide openings permits mirror or direct image on mosaic. Specifications (for controls): Two 1 kw Variacs operated by single levers, two switches with pilot lights, two lamp selector switches and one master power switch with pilot light; (for power) 115 v 60 cycles, four 100 w and two 1 kw lamps, and two blower motors. Lens has 4 inch diameter, 18 inch focal length projection lens, light intensity between 12 and 15 foot candles.

Other equipment available through Gray Co. includes a variable speed sound effects turntable and transcription equipment. Components include transcription and "LP" tone arms, equalizers, preamplifiers and high-speed electromechanical devices.

* * *

International Derrick & Equipment Co.

INTERNATIONAL DERRICK (Ideco) Columbus, Ohio, claims it can erect a television tower within 40 hours after beginning construction. Firm deals with antenna towers and vertical radiators. Triangular, self-supporting radiators are built in heights of 150 to 800 feet, with base width held to minimum practical width (about 6% of height). Company claims triangular design prevents distortion and assures retention of shape through severe storms. Pre-assembly of units reduces assembly time to minimum, according to company. Ideco cross-section radiators, instead of tapering at top, are uniform throughout their height, mounted on a single insulator and supported by insulated guy cables extending from each of three corners. Cross-section, half-wave towers vary from 150 to 1,000 feet, for frequencies from 500 to 1,600 kc.

* * *

Lehigh Structural Steel Co.

LEHIGH offers self-supporting towers in such feet measurements as 327, 256 and 300.

* * *

Radio Eng. Laboratories

THE REL line of transmitters features the Serrasoid modulator, a simplified method of obtaining frequency modulation with four simple receiving tubes taking the place of the complex gadgets normally used.

REL produces FM broadcast transmitters ranging from 250 w to 50 kw, as well as 10 w noncommercial FM transmitters. Other products include studio transmitter links operating at 900 mc; relay, bus and store professional receivers; specialized communication systems for FM up to 2000 mc.

VOLUME for initial test pattern of WMOR (FM) Chicago is turned up by Dario L. Toffenetti, Chicago restaurateur and honorary chairman of the board, as the station took the air March 13. Official opening, with a two-hour show, took place March 20. Standing, l to r: Chief Engineer David Pivan, Station Manager Ralph Wood Jr. and Program Director Jules Pewowar.

Raytheon Mfg. Co.

TRANSMITTER products currently offered by Raytheon include FM broadcast transmitters in 250 w, 1, 3, and 10 kw class; AM broadcast transmitters in 250 w, 1, 5, and 10 kw; 10 w educational transmitter; directional antenna phasing systems and tuning units; FM sectional antenna (no sepcifications available; for other equipment, see allied equipment summary). RTR-1A (TV relay) transmitter is complete with dish antenna, while RFW-B sectional FM antenna features flashing beacon.

* * *

Skyline Tower Co.

PASSIVE REPEATER type of tower has been developed by Skyline Tower Co., Chicago. With this type, all relay equipment is on the ground at base of the tower, simplifying maintenance problems on radio equipment. At top are two 12 by 12 foot screens which act as reflectors. Two standard type towers are HT and LT, both triangular in shape and uniform in cross section. They are fabricated in 5, 10 and 20 foot sections. LT is 18 inches across one face of cross section and can be used for AM antennae, or to support some VHF and UHF antennae. Tower is designed to maximum height of 350 feet. HT is 24 inches across one face, and can be used for AM antennae to support most standard FM and TV antennae, or to support UHF and VHF antennae to maximum of 600 feet. All Skyline towers are built to withstand 30 pounds per square foot, comparable to a wind of 110 miles per hour.

* * *

Truscon Steel Co.

ONE of Truscon Steel Co.'s structures is a 290-foot self-supporting steel radio tower, with antenna height reaching 332 feet above ground level. Others include a 450-foot Truscon Guyed Radio Tower, tower Types H-30 mounting 500 feet and 440 feet, Type A self-supporting tower, each 210 feet high, and one 849 feet. Towers manufactured for AM-TV-FM.

Westinghouse Electric Corp.

A NEW 50 kw AM transmitter, specifically designed to use fewer tubes and tube types, is Westinghouse's latest contribution to the radio engineering field. Operation is simplified by installation of complete motor-driven controls and indicators on front panels of cubicles. Transmitter uses 20 operating tubes (seven types), including three diodes for RF rectification and a voltage regulator tube. Unit also features a supervisory control system, coordinated with sequential interlock system and with overload and safety protection systems. Included are a complete spare crystal oscillator unit, spare blower and motor unit and provisions for a spare tube for each power and amplifier and modulator tube. Transmitter proper consists of six individual uniform cubicles minimizing floor space requirements and simplifying installation.

In addition, Westinghouse has developed a new amplifier, the Symmetron [BROADCASTING, March 14], for application in FM broadcasting, as well as in black-and-white and color television fields. Design is used in company's new 50 kw FM transmitter and assures balanced operation on tube loading, according to its engineers. Symmetron may be applied on varied radio frequency power levels for 50 mc to 1,000 mc region. Tubes operate in parallel and are

(Continued on page 84)

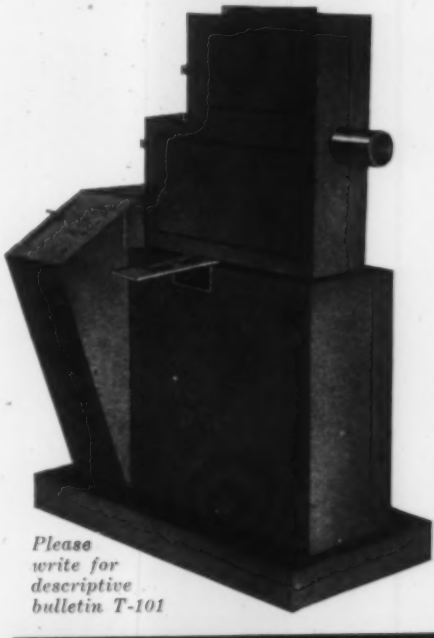
GRAY

NEW TV REVENUE FROM PATTERN TIME!

with the NEW

TELOP

(TV Optical Slide Projector)



Please write for descriptive bulletin T-101

Dual projection capable of any desired optical dissolve with exact density control.

For advertising, photos, titles, programs, glass slides, transparencies or small physical objects.

The TELOP is a TELevision Optical Projector for use with TV Film Cameras. Great flexibility permits instant fading of one object to another, change by lap dissolve or by superimposing with exact density control of each object for unique effects. The widest latitude is given the program director for maximum interest and added station income.

THE GRAY RESEARCH & DEVELOPMENT COMPANY, Inc.
16 ARBOR STREET · HARTFORD 1, CONN.
W. E. Ditmars, President

Heavy Equipment

(Continued from page 83)

symmetrically inserted into coaxial tanks around the common axis. From two to ten or more tubes may be operated without affecting circuit symmetry, firm claims. Only three adjustable tuning controls are required. Power levels affected: For FM, 75 kw in the 88 mc to 108 mc; for black-and-white television, 25 kw in the 54 mc to 88 mc band, and 10 kw in the 174 mc to 216 mc band; for black-and-white or color TV, 1 to 2 kw in the 500 mc to 1,000 mc spectrum.

FARNSWORTH

Suit Started to Stop Sale

ROBERT W. KENNY, former Attorney General of the State of California, started an action Tuesday in New York Supreme Court to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp.

Mr. Kenny, holder of 1,600 shares of Farnsworth common, sought to enjoin the officers and directors of the corporation from holding any meeting to consider or vote on the proposed sale. He charged that the two corporations entered into a "conspiracy program to cause Farnsworth to go out of business contrary to the interests of Farnsworth's stockholders." He also charged that the amount Farnsworth would get in the sale for distribution to stockholders would be less than the fair value of the assets. The Farnsworth stockholders' meeting is scheduled for April 14.

Alabama Sales Clinic

FRED A. PALMER, radio consultant at Columbus, Ohio, last month spoke at the Mobile meeting of the Alabama Broadcasters Assn. on the subject, "How to Sell Radio Advertising." Following the address he conducted a quiz on sales. Henry P. Johnston of WSGN Birmingham, association president, arranged the special sales clinic.

FM ACTIONS

Two CPs for Class A Outlets, One for B

THREE FM construction permits were issued by the FCC last week, two for new Class A stations and one for a new Class B outlet which held a conditional grant. Six outlets received new CPs to replace permits which had expired and 11 other stations received permits for technical changes.

Madisonville Broadcasting Co., Madisonville, Ky., licensee of WCIF there, was granted permit for a Class A station on Channel 285, (104.9 mc) with effective radiated power of 420 w and antenna 370 ft. above average terrain.

Yadkin Valley Broadcasting Co., Elkin, N. C., was granted a new Class A station on Channel 265 (100.9 mc) with ERP 325 w and antenna minus 47 ft.

KTIS-FM Minneapolis, formerly holder of conditional grant, was given a Class B permit for Channal 290 (105.9 mc) with ERP 5.3 kw and antenna 520 ft. Owner of KTIS-AM-FM is Northwestern Theological Seminary & Bible Training School.

New CPs to replace expired permits were granted to WRMV Richmond, Va.; WRNY-FM Rochester, N. Y.; WARD-FM Johnstown, Pa.; WGNR New Rochelle, N. Y.; Record Pub. Co., Ravenna, Ohio; WQQW-FM Washington, D. C. Construction must be completed in six months, FCC said.

Notice of proposed change in allocation plan also was made by the Commission to delete Channel 274 (102.7 mc) from Ann Arbor, Mich., and add it to Adrian, Mich. Comments were invited by April 29.

CPs in lieu of previous conditions were awarded the following:

WCNR-FM Bloomsburg, Pa. — To change ERP from 1 kw to 680 w; antenna from 143 ft. to 160 ft.

WBLK-FM Clarksburg, W. Va.—To change ERP from 12 kw to 11 kw.

WSFA-FM Montgomery, Ala.—To change ERP from 29.7 kw to 10.5 kw; antenna from 760 ft. to 160 ft.

KBTR Minneapolis—To change ERP from 2.1 kw to 4.7 kw; antenna from 340 ft. to 240 ft.

WDBO-FM Orlando, Fla.—To change ERP from 25 kw to 34 kw; antenna from 330 ft. to 340 ft.

WJOE Hillsdale, Mich.—To change ERP from 2 kw to 2.5 kw.

KVNJ-FM Fargo, N. D.—To change ERP from 63 kw to 19 kw.

KTUL-FM Tulsa—To change ERP from 170 kw to 2.6 kw; antenna from 630 ft. to 270 ft.

WNAM-FM Neenah, Wis.—To change ERP from 9.4 kw to 3.2 kw; antenna from 300 ft. to 290 ft.

KXLW-FM Clayton, Mo.—To change ERP from 11 kw to 12.5 kw; antenna from 295 ft. to 280 ft.

KFDX-FM Wichita Falls, Tex.—To change ERP from 54 kw to 14 kw; antenna from 330 ft. to 510 ft.

FM DELETIONS

Eight More Quit

EIGHT more FM authorizations were deleted by FCC last week, including seven construction permits and one conditional grant. Total FM dropouts to date this year is increased to 54 [BROADCASTING, March 28].

Five of the new cancellations cited economic factors as reasons for the withdrawals. Newest deletions and reasons:

WLOX-FM Biloxi, Miss. — WLOX Broadcasting co., CP. Economic; will utilize funds to improve AM facilities.

WISL-FM Shamokin, Pa.—Radio Anthracite Inc., CP. Economic; survey shows little interest in FM reception in area.

WEAN-FM Providence, R. I.—The Yankee Network, CP. No reason.

WHWL-FM Scranton, Pa.—Radio Anthracite Inc., CP. Economic; lack of public interest in FM.

KID-FM Idaho Falls, Ida.—Idaho Radio Corp., CP. Economic; desire to improve AM facilities.

WREN-FM Topeka, Kan. — WREN Broadcasting Co. Inc., CP. No reason.

WGAZ (FM) Charleston, W. Va.—Daily Gazette Co., CP. Economic; will ultimately file TV application; unable to locate dual TV-FM site.

WOYO (FM) Cincinnati, Ohio. — Cinnco Broadcasting Co., CG. Firm's principals have FM and television interests in Richmond, Va., and will devote time to successful prosecution of these operations.

FM EXTENSIONS

Granted WINX-FM KURV-FM

TWO FM stations — WINX-FM Washington and KURV-FM Edinburg, Tex.—were extended on temporary licenses by FCC last week until July 1 pending receipt of information on their respective program policies.

Both stations have been sent letters by the Commission inquiring into program plans for the future after the program logs which accompanied their renewal applications were analyzed. FCC pointed out to KURV-FM that only 0.2% of its programs were shown to be local live originations.

In the case of WINX-FM, which has been granted transfer from the *Washington Post* to the *Post* controlled WTOP Washington [BROADCASTING, March 28], the Commission stated that local live originations were found to be only 4.8% and total commercial time to be 87.2%. The 1948 composite week was reported to contain 719 spot announcements.

FCC said the application indicated no changes were proposed in program policy and hence it was inquiring about WINX-FM's efforts to achieve "balanced programming."

Agenda

(Continued from page 24)

quency Operation," Dr. Howard Doolittle, development engineer, Machlett Labs, Springdale, Conn.

10:45 a.m. "Development, Design & Application of Superpower Frequency Modulation," J. E. Young, manager, broadcast transmitter engineering group, RCA-Victor, Camden, N. J.

11:15 a.m. "Automatic Selection of Broadcast Program Circuits," John A Green, head, Robert D. Essig, engineer, Broadcast Engineering Dept., both of Collins Radio Co., Cedar Rapids, Iowa.

11:45 a.m. "High-Voltage Metallic Rectifiers Applied to Broadcast Transmitters," Charles K. Hooper, advisory engineer, and Nelson B. Tharp, design engineer, both of Westinghouse Electric, Baltimore.

LUNCHEON, 12:30 p.m.

Presiding: Neal McNaughten, Assistant Director, NAB Dept. of Engineering.
"NAB's Broadcast Engineering Conference," Remarks by A. D. Willard Jr., executive vice president, NAB.
"Atomic Energy Is Here for Good," illustrated, Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Patchogue, Long Island, N. Y.

2:15 p.m. Presiding: J. R. Poppele, member, NAB engineering executive committee, vice president and chief engineer, WOR New York.
"Iconoscope Film Pickup Systems," Harry R. Smith, head of special projects group, TV transmitting equipment division, Allen B. DuMont Labs, Clifton, N. J.

2:45 p.m. "The Improved 16mm Synchrolite Projector." H. B. Fancher, television engineer, TV engineering section, General Electric Co., Syracuse.

3:15 p.m. "Kinescope Recording," Ralph V. Little Jr., supervisor, theatre TV engineering section, RCA-Victor, Camden, N. J.

4 p.m. "A Cathode Ray Tube Video Scanner," Roger D. Thompson project engineer, transmitter division, Allen B. DuMont Labs. Clifton, N. J.

4:30 p.m. "General Purpose Television Studio Lighting," Richard Blount, engineer, Lamp Dept., General Electric Co., Cleveland.

5 p.m. "Television Receiving Antenna Design and Installation," Lewis Winner, editorial director, Bryan Davis Publishing Co., New York.

SATURDAY, APRIL 9
MORNING SESSION—9 a.m.
East End Grand Ballroom,
Hotel Stevens

9 a.m. Presiding: Oscar C. Hirsch, member, NAB engineering executive committee, KFVS Cape Girardeau, Mo.
"Training of AM & FM Engineering Personnel for TV Operations," Whitney M. Baston, technical training director, NBC, New York.

9:30 a.m. "Recent Advances in Broadcast Facsimile," John V. L. Hogan, president, Radio Inventions, New York.

10 a.m. "A Progress Report on Ultra High Frequency Television," Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J.

10:45 a.m. FCC—Industry Roundtable, Royal V. Howard, NAB, moderator. For the Commission: John A. Willoughby, acting chief engineer; Edward W. Allen Jr., chief, technical information division; James E. Barr, chief, standard broadcast division; Cyril M. Braum, chief, FM broadcast division; Edward W. Chapin, chief, laboratory division; Curtis B. Plummer, chief, TV broadcast division. For Industry: A. James Ebel, WMBD Peoria, chairman, NAB engineering executive committee; E. K. Jett, WMAR Baltimore; K. W. Pyle, KFBI Wichita; O. W. Towner, WHAS Louisville; E. M. Johnson, MBS; Frank Marx, ABC.

3 p.m. Tour of ABC and NBC Chicago Television Stations.

3 p.m. Open Meeting, NAB Recording & Reproducing Standards Committee.

NEW INSTITUTE of Film & Television, 29 Flatbush Ave., Brooklyn, has a limited number of registrations still open for its spring session, beginning April 6. Courses for beginners and advanced students.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

MUSIC COMMITTEE
Industry Group Disbanded

INDUSTRY Music Committee, a reminder of stormier days on the allied industry-AFM music front, was officially disbanded at an executive committee meeting in New York last Thursday.

The committee also authorized disbursement of remaining funds to IMC members after accepting a report from Richard Doherty, NAB director of employer-employe relations and secretary of the committee. The disbursement amounted to $19,000, which represented a 25.6% return on the $75,000 originally raised to fight AFM President James C. Petrillo, according to A. D. Willard, NAB executive vice president. Detailed financial statements will be sent to each member.

Mr. Willard stated that there no longer appeared to be any need for the committee, in view of relative tranquillity on the radio-music front. Network contracts currently are in effect, and while FM-TV arrangements are temporary, they concern only wages, Mr. Willard pointed out.

Executive members attending, in addition to Messrs. Willard and Doherty, were Charles Denny, NBC (networks); Richard Testut, Associated Program Service (transcriptions); Edward Wallerstein, Columbia Records (recording firms); Max Balcom (RMA), and Sidney Kaye, general counsel. Everett Dillard, FMA representative on the committee, did not attend.

CBS Salaries

(Continued from page 30)

B stock. Class A stockholders and Class B stockholders vote separately for directors. Upon election of Class A directors, the holders of Class A stock then vote cumulatively, but Class B shares do not have cumulative rights.

Management of the corporation has nominated the following for directors but has yet to select the seventh Class B director:

NAME	PRINCIPAL OCCUPATION	DIRECTOR SINCE	NO. SHARES OWNED BENEFICIALLY CLASS A	CLASS B
Class A Directors				
Prescott S. Bush	Partner, Brown Bros. Harriman & Co. (private bankers)	1932	10	NONE
J. A. W. Iglehart	Member firm W. E. Hutton & Co. (investment bankers)	1932	2,600	NONE
Samuel Paley	Retired	1932	7,000	21,000
Joseph H. Ream	CBS Executive Vice President	1945	100	100
Dorsey Richardson	Vice President, Lehman Corp. (investment company)	1934	10	NONE
Herbert Bayard Swope	Policy consultant	1932	NONE	NONE
Edward Wallerstein	Board Chairman, Columbia Records Inc.	1947	100	NONE
Class B Directors				
Ralph F. Colin	Atty., member firm of Rosenman, Goldmark, Colin & Kaye	1937	1,028	NONE
Isaac D. Levy	Attorney	1927	31,826	21,030
Leon Levy	President, Director, WCAU Inc. (broadcasting)	1927	14,100	40,900
William S. Paley	CBS Board Chairman	1928	88,510	223,500
Frank Stanton	CBS President	1945	810	3,025
Frank K. White	President, Columbia Records Inc.	1945	NONE	100

KTSA DEAL
Heard Joins Gene Autry In Proposed Purchase

CYRUS L. HEARD, San Antonio millionaire businessman, last week joined Cowboy Star Gene Autry in his proposed $450,000 purchase of KTSA San Antonio [BROADCASTING, Dec. 27, 1948].

He would acquire 45% interest from Mr. Autry for $202,500 when and if the transfer to the radio and film actor is approved by FCC. Mr. Autry would retain 55%. His net outlay for that controlling interest would thus be $247,500.

The Autry application is being contested by Express Publishing Co. of San Antonio through a competing $450,000 offer, filed under FCC's Avco Rule [BROADCASTING, Feb. 21]. Express is licensee of KYFM (FM) San Antonio and publishes the local *Express* and *News*.

Mr. Heard's plan to join Mr. Autry in ownership of the 5 kw CBS affiliate (550 kc) was disclosed in an amendment to the Autry application. The amendment was filed Monday by John P. Carr of the Washington law firm of Dow, Lohnes & Albertson, counsel for Mr. Autry.

It also was explained that the shares of Class A and Class B stock set forth below as owned beneficially by Mr. Paley represent 9.23% and 29.45%, respectively, of the Class A and Class B stock, and in the aggregate, 18.17% of all outstanding shares of the corporation.

It further was said that the aggregate number of shares owned beneficially by Mr. Paley and his "associates" was 98,510 shares of Class A stock and 249,056 shares of Class B stock. The "associates," whose holdings are substantial, were listed as the Park Corp., Mrs. William S. Paley, two trusts created by trust agreements dated Dec. 10, 1938, and June 24, 1940, respectively, under which Tradesmen's National Bank & Trust Co., Sidney L. Krauss and Ralph F. Colin are trustees, and two trusts created by two agreements, both dated Dec. 30, 1941, under which Guaranty Trust Co. of New York and Ralph F. Colin are trustees.

Further business before the stockholders will be the election of independent public accountants to serve as auditors for the coming year. A committee of the CBS board already has nominated Lybrand, Ross Bros. & Montgomery to so serve.

* * *

Other Interests

Mr. Heard's net worth was given as $1,696,625. He owns half interest in the Mason (Tex.) Finance Co. and also owns other businesses dealing in oil and gas royalties, ranching, and business property rentals in San Antonio, and farm and ranch lands at Doss, Tex. Mr. Autry owns KOOL Phoenix and has a minority interest in KOWL Santa Monica.

KTSA is one of three stations involved in pending transfers by which O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will dissolve a 15-year association in station ownership. The others are KRGV Weslaco and KANS Wichita.

THREE TO K&E
Radio-TV Dept. Expands

EXPANDING its radio and television department, Kenyon & Eckhardt, New York, last week announced three staff additions, two of them to fill newly-created posts. New appointments are John Bates, supervisor of radio production; C. G. Alexander, business manager, and Gordon A. Hellman.

Mr. Bates formerly was radio director at J. M. Mathes Inc., New York, and before that was with Ruthrauff & Ryan. He is expected to supervise such shows as *Ford Theatre*, *County Fair* and other K&E shows.

Mr. Alexander, who joined NBC's radio department in 1936, was business manager and personnel coordinator of the network's TV department, which he helped form and whose operations he later headed. After service in the Air Corps, Mr. Alexander returned to NBC in 1946 to become administrative assistant to Nick Kersta, then TV manager.

Mr. Hellman, who joins K&E today (April 4), was formerly TV sales presentation and promotion writer at ABC-TV which he joined last September. Previously he was advertising manager of Cannon Shoe Co., Baltimore, Md., and account executive at WITH Baltimore.

Telestatus

(Continued from page 36)

GAROD ELECTRONICS CORP.

(All models have "Tele-Zoom" with remote control)

Model No.	Screen Size	Retail Price	Description
Chelsea (10TZ1)	10"	$385.00	table, AM/FM, mahog.
Nassau (10TZ2)	10"	395.00	table, AM/FM, blonde
Bristol (12TZ1)	12"	445.00	table, AM/FM, mahog.
Essex (12TZ2)	12"	455.00	table, AM/FM, blonde
Grand (15TZ8)	15"	525.00	consolette, AM/FM, mahog.
Moderne (15TZ9)	15"	545.00	(same in blonde)
Brighton (10TZ3)	10"	495.00	console, AM/FM, 2-speed phon., mahog.
Hampden (12TZ3)	12"	575.00	console, AM/FM, 2-speed phon., mahog.
Norwich (10TZ4)	10"	599.50	console, AM/FM, 2-speed phon., mahog.
Saybrook (10TZ5)	10"	639.50	console, AM/FM, 2-speed phon., blonde
Plymouth (12TZ4)	12"	695.00	console, AM/FM, 2-speed phon., mahog.
Berkshire (12TZ5)	12"	735.00	console, AM/FM, 2-speed phon., blonde
Regal (12TZ6)	12"	850.00	console, AM/FM, 2-speed phon., mahog.
Windsor (12TZ7)	12"	895.00	console, AM/FM, 2-speed phon., blonde
Sherman (15TZ6)	15"	995.00	console, AM/FM, 2-speed phon., mahog.
Bedford (15TZ7)	15"	1,040.00	console, AM/FM, 2-speed phon., blonde

GENERAL ELECTRIC CO.

805	10"	$239.95	table, plastic
806	10"	279.95	table, mahog.
807	10"	289.95	table, blonde oak
835	10"	325.00	table, mahog.
830	12½"	399.95	table, mahog.
809	10"	329.95	consolette, mahog.
811	10"	359.95	consolette, mahog.
820	12½"	695.00	console, AM/FM, 2-speed phon., mahog.
840	12½"	995.00	console, AM/FM/SW, 2-speed phon., mahog.

HALLICRAFTERS CO.

T-54	7"	$139.50	metal cabinet
506	7"	149.50	mahog. cabinet
T-64	10" or 12"	169.50; 174.00	basic chassis for custom install., sold less tube, "dual focus" switch
510	10"	249.50	plastic cabinet, "dual focus" switch
509	10"	269.50	mahog. cabinet, "dual focus" switch
T-60	192 sq."	595.00	projection rack for custom install.
T-68	192 sq."	695.00	projection console, mahog.

HOFFMAN RADIO CORP.

CT800	52 sq."	$445.00	console, modern, blonde, walnut or mahog.
CT800	72 sq."	495.00	(same)
CT801	52 sq."	445.00	console, 18th Cen., mahog.
CT801	72 sq."	495.00	(same)
CT802	52 sq."	445.00	console, early Amer., maple
CT802	72 sq."	495.00	(same)
CT900	72 sq."	845.00	console, AM/FM, phon., modern, blonde oak
CT901	72 sq."	845.00	(same in 18th Cen., mahog.)
902	126 sq."	945.00	console, AM/FM, 2-speed phon., modern, blonde oak, metal tube

FOR **$ALES**

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah **WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery

Model No.	Screen Size	Retail Price	Description
610	52 sq."	299.50	table, blonde or mahog.
612	72 sq."	385.00	(same)

HOWARD RADIO CO.

481-475TV	10"	$665.00	console, AM/FM, 2-speed phon., mahog.
481-475TV	10"	675.00	(same in blonde)
481-475TV	12"	715.00	(same in mahog.)
481-475TV	12"	725.00	(same in blonde)

MAGNAVOX CO.

Metropolitan	10"	$299.50	table, mahog.
Modular	10"	345.00	table, mahog. or oak
Modern Sym.	10"	395.00	consolette, mahog. or oak
Berkeley	12½"	420.00	console, mahog.
Chinese Chip.	12½"	445.00	console, mahog. or ebony
Chinese Chip.	12½"	545.00	console, AM/FM, mahog. or ebony
Greenbriar	12½"	475.00	consolette, mahog. or oak
Amer. Trad.	10"	595.00	console, AM/FM, duomatic, mahog. or maple
Amer. Trad.	12½"	645.00	(same)
Hepplewhite	12½"	695.00	(same in mahog.)
Amer. Modern	12½"	735.00	(same in mahog. or oak)
French Provincial	12½"	750.00	(same in natural)
Embassy	12½"	950.00	console, AM/FM/SW, duomatic, mahog.
Windsor Bookcase	12½"	750.00	matches Imperial Windsor AM model

MOTOROLA INC.

VT73	7"	$199.95	portable, tan leatherette
VT71	7"	189.95	table, walnut
VT71B (same in blonde)			
VT71M (same in red mahog.)			
VT71MB (same in brn. mahog.)			
VK106	10"	349.95	consolette, brn. mahog.
VK106M (same in red mahog.)			
VK106B (same in limed oak)			
VT105	10"	299.95	table, brn. mahog.
VT105M (same in red mahog.)			
VF103	10"	575.00	console, AM/FM, phon., brn. mahog.
VF103M (same in red mahog.)			
VF102	10"	595.00	console, AM/FM phon., red mahog.
VF102A	10"	595.00	(same with front switches omitted)
VF102C	10"	595.00	(same plus 2 album cabinets)
VT107	10"	299.95	table, brn. mahog.
VT107M (same in red mahog.)			
VT107D (same in limed oak)			
VT121	12"	369.95	table, brn. mahog.
VT121R (same in red mahog.)			

NIELSEN TELEVISION CORP.

1018-B	10"	$395.00	console, Georgian style, mahog.
1218-B	12½"	449.00	(same)
1618-C	16"	575.00	console, traditional style, mahog., metal tube

OLYMPIC RADIO & TELEVISION INC.

Cruzair (TV-104)	52 sq."	$229.95	table, mahog.
Duplicator (RTU-3)	10"	249.50	table, mahog.
Deluxe-Ten (TV-922)	52 sq."	299.50	table, mahog.
Deluxe-Ten (TV-922)	52 sq."	309.50	(same in blonde)
Giant-Ten (TV-923)	64 sq." circular	329.50	table, mahog.
Beverly (TV-944)	90 sq."	369.95	table, mahog.
Beverly (TV944B)	90 sq."	379.95	table, blonde
Plaza (TV-945)	90 sq."	399.95	console, mahog.
Plaza (TV-945)	90 sq."	419.95	console, blonde

PHILCO CORP.

702	7"	$189.50	table, mahog.
1150	61 sq."	349.50	consolette, mahog.
1175	61 sq."	599.50	console, AM/FM, 2-speed phon.
1450	90 sq."	439.50	consolette, mahog.
1475	90 sq."	699.50	console, AM/FM, 2-speed phon., mahog., Georgian style
1480	90 sq."	850.00	console, AM/FM, 2-speed phon.
2500	20" x 15"	795.00	projection console, mahog.

PILOT RADIO CORP.

TV-37	3" x 2"	$99.50	portable, mahog.
TV-42	192 sq."	795.00	console, mahog.
TV-952	192 sq."	1,195.00	console, mahog., record album racks

RCA VICTOR

Bystander (8-T-241)	10"	$325.00	table, various finishes
Onlooker (8-T-243)	10"	349.50	table, various finishes
8-T-270	16"	495.00	table, various finishes
8-TR-29	10"	375.00	table, AM/FM, matching table, various finishes
8-TC-270	16"	550.00	consolette, various finishes
8-TC-271	16"	595.00	consolette, Queen Anne style
8-TK-29	10"	425.00	console, AM/FM, attachment for phono., various finishes
Harrison (8-TV-321)	10"	550.00	console, AM/FM, phon., various finishes

Model No.	Screen Size	Retail Price	Description
Monticello (8-TV-323)	10"	595.00	console, AM/FM, phon., record storage, mahog. or blonde
8PCS11	15" x 20"	895.00	console, screen folds away, Lowboy chest, various finishes
648-PV	15" x 20"	1,550.00	console, AM/FM, phon., folding screen, record storage, mahog. or walnut
741PCS	15" x 20"	1,250.00	commercial console, lacquer finish

RAYTHEON-BELMONT

Voyager (7DX22P)	7" (circular)	not annc.	portable, two-tone case
Visionette (7DX21)	7"	189.95	table, mahog.
Coronet (10DX24)	70 sq."(circular)	299.95	table, mahog.
Observer (8-10DX22)	70 sq."(circular)	349.50	consolette, tilted screen folds away automatically turning off receiver, matches AM console 7AF21, mahog.
Belmont (10AXF43)	not annc.	not annc.	console, AM/FM, phon., circular screen

SCOTT RADIO LABS INC.

300	62 sq."	$345.00	
400A	192 sq."	695.00	projection
800BT	192 sq."	1,975.00	projection, AM/FM, phon.

SENTINEL RADIO CORP.

400-TV	7"	$199.95	portable, leather grain case
405-TVM	7"	199.95	table, mahog.
402-CVM	10"	319.95	console, mahog.
406-TVM	12"	369.95	table, mahog.
406-TVB	12"	379.95	table, mahog.

SIGHTMASTER CORP.

Living Stage	10"	$395.00	table, magnifier, walnut
Pandora	15"	675.00	table, all-mirror cabinet, remote control, Sightmirror
Americana	15"	995.00	table, custom built, FM, Sightmirror, mahog. or blonde
Century	15"	495.00	table, mahog.
Croydon	15"	615.00	table, remote control, Sightmirror, mahog.
Manhattan	15"	595.00	table, Sightmirror, mahog. or walnut
Manhattan	12½"	445.00	(same in mahog.)
Manhattan	12½"	455.00	(same in blonde)
Custom-Built	20"	1,150.00	installed in wall, Sightmirror, remote control, 25-ft. cable

SONORA RADIO & TELEVISION CORP.

700	10"	$325.00	table, mahog.

SPARTON RADIO-TELEVISION

4952	54 sq."	$269.95	table, mahog. bisque
4951 (same in mahog.)			
4940	54 sq."	349.95	console, mahog.
4941 (same in blonde)			
4916	54 sq."	399.95	console, AM/FM, 2-speed phon., mahog.
4917	54 sq."	419.95	(same with connection for 45 rpm phon.)
4918	54 sq."	439.95	(same as 4917 in mahog. bisque)
4900	72 sq."	650.00	console, AM/FM, 2-speed phon., mahog. credenza
4901 (same in blonde)			

STEWART-WARNER CORP.

Washington (AVT-1)	58 sq."	$369.95	table, matching stand, mahog.
Wakefield (AVC-2)	58 to 73 sq."	399.95	console, optional magnification, photo mirror screen, African mahog.
New Yorker (same in modern style)			

STROMBERG-CARLSON CO.

Rochester	12½"	$479.50	table, FM, mahog.
Rochester	12½"	489.50	(same in avodire)
Manchester	12½"	549.50	consolette, FM, mahog.
Lanchester	12½"	879.50	console, AM/FM/SW, 2-speed phon., mahog.
Lanchester	12½"	985.00	(same in Chinese motif)
Yarmouth	16"	775.00	consolette, AM/FM, mahog.
Monmouth	16"	940.00	console, AM/FM, 2-speed phon., mahog.

TELE-TONE NATIONAL CORP.

208	7"	$149.95	portable, tan leatheratte case
149	7"	169.95	table, veneer
209	62 sq."	219.95	table, maple
249	52 sq."	249.95	table, mahog.
259	52 sq."	259.95	table, blonde
282	12½"	349.95	console, mahog.

TEMPLETONE RADIO MFG. CORP.

Model No.	Screen Size	Retail Price	Description
TV-1776	7"	$199.50	table, built-in filtered magnifier lens, mahog.

TRAV-LER RADIO CORP.

.....	10"	249.95	console, mahog.
.....	10"	279.95	(same in blonde)
.....	12"	329.95	console, mahog.
.....	12"	349.95	(same in blonde)

UNITED STATES TELEVISION MFG. CORP.

T-10823P	10"	$325.00	table
CFM-12823P	12"	449.50	consolette, FM
CFM-15925P	15"	625.00	consolette, FM
CFM-16925P	16"	625.00	consolette, FM, metal tube
KRV-12831P	12"	795.00	console, AM/FM, phon.
KRV-15933P	15"	895.00	console, AM/FM, phon.
KFM-25836	19" x 25"	1,595.00	commercial set, projection
KFM-30836	30" x 22½"	1,795.00	commercial set, projection

WESTINGHOUSE ELECTRIC CORP.

223	10"	$269.95	table
196-DX	10"	325.00	table
207	10"	625.00	console, AM/FM, 2-speed phon.
217	12"	725.00	console, AM/FM, 2-speed phon.
225	10"	not annc.	consolette
226	12"	not annc.	consolette

WILCOX-GAY CORP.

Continental (9T400G)	10"	$349.50	mahog. or blonde

ZENITH RADIO CORP.

Mayflower	10"	$389.95	table, mahog.
Biltmore	10"	389.95	table, blonde
Newport	10"	439.95	console, mahog.
Wilshire	10"	449.95	console, blonde
Warwick	12"	479.95	console, mahog.
Waldorf	12"	489.95	console, blonde
Gotham	12"	695.00	console, AM/FM, phon., mahog.
28-T964-R	16" circle	545.00	console, mahog.
37-T996-RLP	16" circle	795.00	console, AM/FM, phon., mahog.
Riviera	12"	1,075.00	(same)
Marlborough	16"	1,150.00	(same)

Kobak FM Views

(Continued from page 25)

2 hours and 3 minutes listening to FM on an average day. Where FM and TV both were available, listeners tuned FM 1 hour and 23 minutes in addition to time spent viewing TV. He said he believed the overall time spent by the listener-viewer in FM-TV homes is greater than in the case where only one broadcast service is available.

'FM Era'

Sound broadcasting is now entering the "FM era," with 721 FM stations now covering 100 million people living in 450 major markets, Mr. Ware told his audience. He cited mounting FM set production and what he termed a sharp drop-off in production and selling of "obsolete" AM receivers.

At a luncheon meeting, Maj. Armstrong discussed growth of FM and contrasted current table models, on exhibit at the clinic, with one of his first experimental sets. He also demonstrated tape records of broadcasts from New York AM and FM stations.

Reports on storecasting and Transit Radio were given by Mr. Ensign. He said that Transit Radio is operating in 15 cities, will be in 40 to 50 by year's end, and predicted its use on a national scale by the end of 1950. Mr. Ensign reported that 207 advertisers were using Transit Radio in only seven cities, but they represented 221 categories of business. Its strength lay in the fact, he said, that in urban centers 80% of the population over 15 years of age are regular transit riders.

Miss Nelson took FM broadcasters to task for lack of available facts on FM as a possible advertising medium for agency clients.

Dr. Millard Faught, The Faught Co., New York, pointed out that, while radio is a vital communication medium today, it has yet to become a community communications service. Less than 1% of America's four million enterprises uses radio advertising and only one out of 20,000 is a network sponsor. Because of this situation, he declared, radio has not yet come anywhere near its great potentialities as an advertising medium.

Mr. Leitzell reported to the meeting on results of a promotion campaign undertaken in cooperation with dealers and broadcasters throughout the country. The public demand for FM has been such that Zenith Radio Corp. has had to increase its production since last January, he said.

"Any advertiser who buys network time without valuing above AM the FM outlets that he gets for little or nothing is just as crazy as a silver miner who throws away his by-products of gold and platinum," Mr. Leitzell declared.

He said there were areas in the U. S. where FM stations with "alert, promotion-minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city."

Referring to Zenith's ad campaign on its FM sets, Mr. Leitzell explained that "we proceeded on the basic proposition that it was just as much in the broadcasters' interest to promote the sale of our sets as it was in our interest to promote the various FM stations." Letters sent to FM stations, he remarked, "brought a howl from NAB and from a small group of broadcasters who insisted that radio manufacturers owed them a living."

Other speakers and subjects:

"No Fooling About FM"—Edward Sellers, FMA executive director.

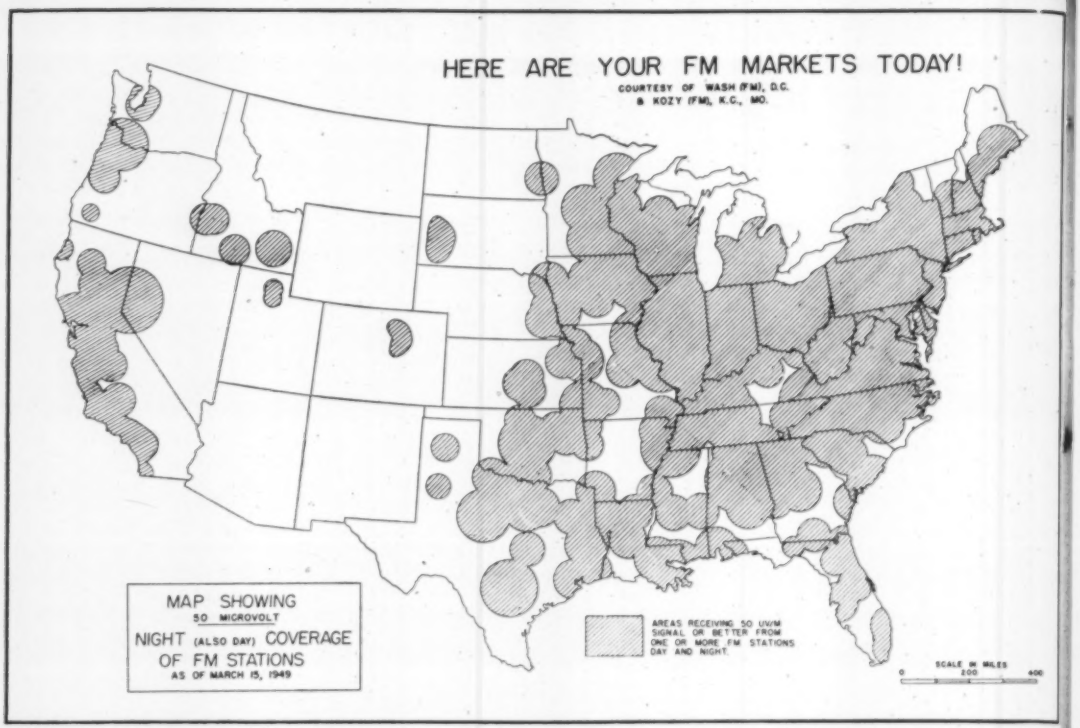
"Why Our Town Buys FM"—Herbert Georges, vice president and general manager, WHEB WFMI-FM Portsmouth, N. H.

"Indiana, the FM State"—Irving Herriot Jr.

"The Midwest Belongs to FM"—Mr. Ware.

"How We Sell FM and How FM Sells Products"—Richard Evans, president, WIZZ-FM Wilkes-Barre, Pa.

"Fremont, An All FM Town"—Robert Wolfe, WFRO Fremont, Ohio.


HERE ARE YOUR FM MARKETS TODAY!
COURTESY OF WASH (FM), D.C.
& KOZY (FM), K.C., MO.
MAP SHOWING
50 MICROVOLT
NIGHT (ALSO DAY) COVERAGE
OF FM STATIONS
AS OF MARCH 15, 1949
AREAS RECEIVING 50 UV/M SIGNAL OR BETTER FROM ONE OR MORE FM STATIONS DAY AND NIGHT
SCALE IN MILES
0
200
400

THIS FM coverage map released by FMA [BROADCASTING, March 28], showing up-to-date FM day and nighttime coverage, is of particular interest to FM set manufacturers, agencies, advertisers, and broadcasters. As of March 31, 1949, a total of 755 FM stations were in operation, consisting of 725 commercial FM stations and an additional 31 educational FM stations. The map shown did not take into account services rendered by educational stations. The cross-hatched areas indicate reception available from at least one FM station with a signal strength of 50 uv/m or greater. Since FM signals cover the same areas day and night, the map shows both primary day and night coverage. The coverage map clearly shows, despite opinion to the contrary, that FM covers considerable rich rural and agricultural area in addition to the more densely populated rural areas. More than 100 million persons, better than two-thirds of the population of the U. S., live within the cross-hatched areas shown on the FM coverage map. Through an oversight, the map does not include present FM service in the lower Rio Grande Valley where KURV-FM Edinburg and KGBS-FM Harlingen, Tex., are in operation.

FRANK SCOTT

Returns to Radio Law

FRANK D. SCOTT, pioneer Washington radio attorney and a co-author of the Radio Act of 1927, has become associated with the Washington law firm of Dow, Lohnes & Albertson.

Mr. Scott

Mr. Scott practiced radio law in Washington from 1927 to 1947, but since then has spent most of his time on non-radio matters outside the Capital. In returning to radio law in his new association, he explained that this field has held his primary interest since his early work on communications legislation.

Mr. Scott was a member of Congress from Michigan between 1915 and 1927. As chairman of the Committee on Merchant Marine and Fisheries, he assisted in drafting the original radio act and handled that legislation in the House prior to its adoption. He has been characterized as the first lawyer in the U.S. to specialize in radio law. During his career he has represented NAB, RMA, and numerous stations.

NEVER TRUST A BOY TO DO A MAN'S JOB . . .

In Memphis, It's

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

540 KC

(Continued from page 29)

international agreement to be reached on the classification of 540 kc before it is put into use. This is booked for consideration at the conference scheduled to be held in Canada in September to negotiate a new North American Regional Broadcasting Agreement (NARBA), although there has been a suggestion that the NARBA conference be postponed for a year *(story, page 23)*.

"It was contemplated," NAB said, "that [540 kc] would be classified by the interested nations on or after Jan. 1, 1949. The immobilization of the frequency as proposed in this proceeding prior to NARBA would violate the principles of the Atlantic City Convention."

The limitations proposed by FCC —"in general," no use of 540 kc with more than 1 kw, and no use at all within 25 miles of some 224 military installations—were announced in connection with the forthcoming Fourth Inter-American Radio Conference, tentatively scheduled to open in Washington about April 25. FCC invited comments but made clear that use of 540 kc is a subject for NARBA and that FIAR 540 kc discussions would be devoted to protection to and from the sub-adjacent frequencies.

NAB's petition filed by General Counsel Don Petty, was an extension of an earlier NAB protest against FCC's proposal [BROADCASTING, March 21]. It claimed the limitations would prejudge the NARBA disposition of the channel.

Maps accompanying the petition showed the locations of the military installations which FCC proposed to protect, the effects of proposed coastline protection, limitations arising out of Canadian and Mexican use of 540 kc, and the area which would be left available for 540 kc use in this country.

The restrictions, NAB said, would overlap to such an extent that a narrow stretch not more than 800 miles long would be the only area where the channel could be used for broadcasting purposes.

Mexico has authorized a 150 kw station on 540 kc at San Luis Potosi, 350 miles south of the U.S. border and already is operating it with 50 kw despite U. S. protests that the channel should not be used pending international agreement, NAB pointed out. CBK Watrous, Sask., has been using the channel since pre-NARBA days and currently is operating with 50 kw.

HANK GRANT, emcee of *Let's Have Fun* (five-a-week, 12 to 12:30 p.m. CST) on WGN Chicago, has been named most popular Chicago radio m.c. by U. of Illinois' Studio Craftsmen Club, a radio workshop group comprised of journalism students. Don McNeill of the *Breakfast Club* and Tommy Bartlett of *Welcome Travelers* placed second and third.

RADIO CENTER

WRNL Building Opens; Costs $1,125,000

RADIO CENTER, new home for WRNL and WNRL-FM Richmond, Va., was formally opened last Thursday (March 31). Paul Walker, FCC vice chairman, participated in the ceremony. The modern, four-story structure was constructed at a cost of $1,125,000. WRNL, a 5 kw ABC affiliate, and WRNL-FM are owned by the Richmond Radio Corp. E. S. Whitlock is general manager.

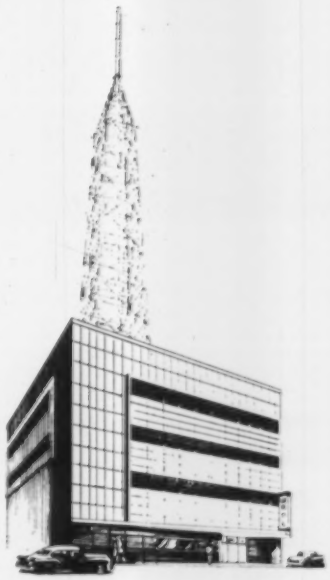
D. Tennant Bryan, president of WRNL and of the Richmond *Times-Dispatch* and *News-Leader*, was host to a score of out-of-town guests preceding the dedicatory ceremonies. Honor guest was Virginia's Governor Tuck.

Designed by Carneal and Johnston of Richmond, the building has provision for adding extra floors when needed. Radio City is constructed of cream brick, faced on the ground level with polished agate granite and trimmed with coral-colored Briar Hill sandstone.

Ground floor contains a 250-seat auditorium with raised stage which will accommodate a 30-piece orchestra. In addition to use for broadcasting and telecasting, the auditorium will be available to civic groups, WNRL officials stated. A projection room at the rear can be used for movies or slides and has a control panel for stage lighting.

Production offices, a master control room, five studios and three individual control rooms are located on the ground floor. Studio A, 42 x 27 feet, with a two-story ceiling, has not been completed. It will be finished in accordance with latest developments when WRNL enters the television field. All studios and the auditorium are completely insulated for sound and vibration.

Business and executive offices are located on the third floor. On the top floor is WRNL's FM transmitter, installed in an especially shielded section beneath the tower which rises 372 feet above street level.



WRNL's new Radio Center as it appears in the architect's drawing.

JOINS GAG FIGHT

Abell Co. to Participate

A. S. ABELL Co., publishing the Baltimore *Sunpapers* and operating WMAR (FM) and WMAR-TV, has joined the fight against the Baltimore Gag rule under which broadcasters and newspapers must operate under close court sponsorship in publishing news about persons held on crime charges.

The Abell company asked to participate as a friend of the court in the appeal of four stations convicted of contempt of court because they published news stories about the confession of a criminal, based on official police information. The stations, WITH WFBR WCBM and WBAL, have appealed to the Maryland Court of Appeals. Judge John B. Gray Jr., of Baltimore criminal court, had fined the stations from $100 to $500 after trial [BROADCASTING, Jan. 31, March 14].

NEW AGENCY

Formed by St. Louis Group

NEW ST. LOUIS advertising agency, Warner, Schulenburg, Todd & Assoc., was formed last week. All three principals in the firm, Josephus M. Todd Jr., Ralph E. Schulenburg and D. E. Todd, formerly were associated with other St. Louis agencies.

Mr. Schulenburg and D. E. Todd were with Warner & Assoc., and Josephus M. Todd Jr. was with the Ridgway Co.

Offices of the new firm are at 1415 North and South Blvd., St. Louis.

AFCA

(Continued from page 29)

work and counter-espionage activities during World War II. He credited broadcasting with a "stellar" performance in "rallying the homefront."

Mr. Coy saw a movement toward "standardization of radio equipments," particularly components, as "one of the most hopeful possibilities of cooperation between the military and industry." He pledged FCC assistance wherever "feasible and appropriate" and invited "more consultation on this subject."

Mr. Peebles told members that experts had estimated that in any future war 20% of the cost of production would be for electronics equipment.

Vice Admiral John D. Price, deputy chief of naval operations, spoke in behalf of Admiral Louis E. Denfield who was unable to attend.

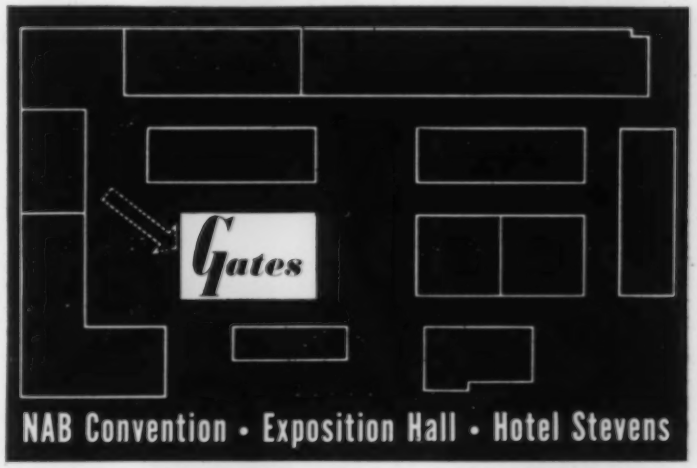
The Navy's experimental educational television station at the Special Devices Center of the Office of Naval Research at Sands Point, Long Island, N. Y., was the origination point for 30 minutes of a special 45 minute telecast March 29.

On WMAL-TV

Although directed primarily to delegates at the AFCA meeting it could be viewed by all television viewers in the Washington area over WMAL-TV Washington.

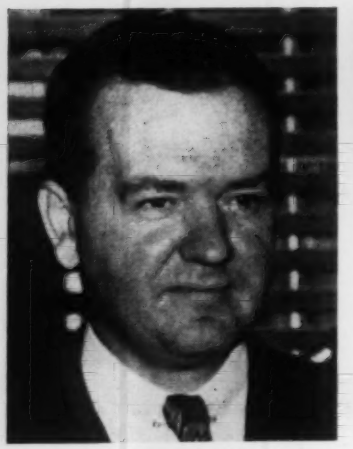
The first 15 minutes, originating in Washington, featured a discussion of the significance and purpose of the Navy's television experiments. The program was then switched to Sands Point and a practical demonstration of the educational use of television within the Navy.

The two-day meeting was concluded with a Navy-sponsored tour. Members saw ground and air demonstrations at the Anacostia Naval Air Station and exhibits at the Naval Research Laboratory. They also inspected the submarine *Requin* and the *USS Adirondack*, both carrying extensive communications systems, at the Naval Gun Factory.



WCAU BOARD

Levys Remain; Three V.P.s Named



Mr. CONNOLLY

Mr. LEITCH

Mr. ROSENMAN

* * *

DR. LEON LEVY, president and general manager of WCAU Inc., Philadelphia, and his brother, Isaac D. Levy, vice president and general counsel, will continue in those positions until successors are named, probably in mid-April. The Levys last January announced their resignations from active management of the WCAU stations, effective April 1 [BROADCASTING, Jan. 31].

The announcement that they would continue in the posts temporarily came after a meeting of the board of directors of WCAU Inc. on March 28. Both Dr. Levy and Isaac D. Levy are members of the board and will continue to hold membership after releasing their active management positions at WCAU.

The board also announced that three WCAU department heads had been elected vice presidents of the company: Alex Rosenman, vice president in charge of sales; John G. Leitch, vice president in charge of engineering, and Joseph T. Connolly, vice president in charge of radio programs.

Re-elected to their posts were Joseph L. Tinney Sr., vice president and assistant general manager; G. Bennett Larson, vice president in charge of television; William L. McLean Jr., treasurer, and Richard W. Slocum, secretary.

In addition to the Levys, members re-elected to the board of directors were Robert McLean, chairman; Mr. Slocum, vice chairman; Mr. McLean Jr., and John S. Williams.

Elevation of Messrs. Roseman, Leitch and Connolly to the rank of officers of WCAU Inc. was in recognition of the three men whose aggregate time with the station totals 50 years.

Mr. Rosenman will continue to direct sales of all WCAU media, AM, FM and TV. Associated with the station since 1927, he has been commercial manager since 1940.

Mr. Leitch, with the station since 1929, has been the technical director since 1932. Both the WCAU building at 1622 Chestnut St., built in 1932, and the television station, WCAU-TV, completed in 1948, were constructed under his direction. He is a senior member of the Institute of Radio Engineers.

Mr. Connolly, a veteran of 15 years in the radio industry, has been station program director since 1946. He joined WCAU in 1940, specializing in news and special events. At various times he headed the personnel, publicity, special events and news departments. Under his direction the WCAU news room was expanded to its present capacity, ranking it among the most complete in the country.

NEW NBC CLAIMS

Dominant in TV, Kopf Says

CONTINUING the CBS-NBC claims and counter-claims to dominance, Harry C. Kopf, NBC administrative vice president, last Thursday sent a letter to advertisers and agencies asserting that NBC now "dominates the field of television on all counts."

Mr. Kopf, declaring that NBC had pioneered for a decade in both facilities and programming for television, said:

"NBC offers advertisers television's biggest audiences with:

". . . the top-rated program in virtually every major category—variety, drama, sports, news, forum, juvenile, art, feature film.

". . . the top-rated program of all —*Texaco Star Theatre.*

". . . nine of the top 15 sponsored programs

". . . the highest average rating —day and night."

All those claims, he said, were substantiated by both Hooper and Pulse ratings for March.

"With the majority of popular programs on NBC," wrote Mr. Kopf, "it's only natural to find most of the network advertisers there too. The Rorabaugh report tells this story for last month:

". . . 29 network advertisers on NBC—twice as many as on the second network—more than all other networks combined.

". . . NBC advertisers using, on the average, double the number of stations—14 compared to the seven used on the network with the next largest number of sponsors.

". . . nearly three times more commercial hours on NBC."

WNCA Bows Out

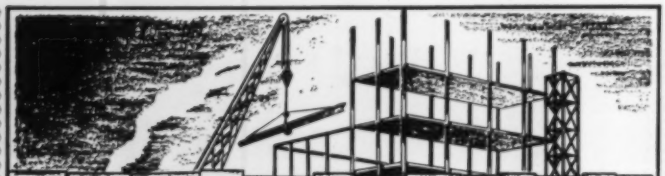
WNCA Asheville, N. C., presented a three-hour program to mark its departure from the airwaves last Thursday night (March 31). The show, which traced the history of WNCA as Asheville's "Community Station," included music, news, sports and other features presented by staffers who had been with the station since it was established in May 1946. WNCA operated with 250 w on 1340 kc as an ABC affiliate. It surrendered its license voluntarily [BROADCASTING, March 7].

KMED Sale Dismissed

APPLICATION of KMED Medford, Ore., for FCC consent to sell station to Gibson Broadcasting was reported by the Commission last week to have been dismissed. Earlier FCC had been informed by Mrs. W. J. Virgin, KMED licensee, that the long pending transfer had been called off [BROADCASTING, Jan. 31]. The sale pact has expired. Luther E. Gibson, owner of the proposed assignee, was reported to have suffered-out-of-pocket expenses of $40,000 in the long proceeding, complicated by the Avco rule and FCC's decision to approve the sale to a competitive bidder, Medford Radio Corp. Original consideration for KMED had been $250,000 plus.

FCBA Contest

FEDERAL Communications Bar Assn's essay contest on communications law will be held open until June 15, Publications Committee Chairman Arthur W. Scharfeld announced last week. A $200 first and $100 second price will be awarded for the best essays (3,000 words maximum) on either "Property Rights in Television Broadcasts," or "The Right to a Hearing, With Particular Reference to FCC." Law students and bar members are eligible, whether identified with FCBA and FCC practice or not. Manuscripts should be sent to Publications Committee, FCBA, 1130 DuPont Circle Bldg., Washington 6, D. C.



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NOW UNDER CONSTRUCTION
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50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

KSDN
1000 Watts Day and Night—
930 Kilocycles
Aberdeen, South Dakota
announces its affiliation with the
MUTUAL BROADCASTING SYSTEM
Effective April 1
NOTE:
On that date KABR left the air leaving KSDN alone in the radio field in Aberdeen, South Dakota's second largest city. Aberdeen's primary and secondary market embracing 208,578 persons is effectively covered by KSDN, Mutual's Giant of the Dakotas.

Programs

CLINIC for crippled children was telecast by WMAL-TV Washington on March 31, in cooperation with Easter Seal Drive of D. C. Society for Crippled Children. Dr. Winthrop M. Phelps of Baltimore, authority on study and treatment of cerebral palsy, examined five children in the studio for the program and diagnosed treatment. Therapists then demonstrated a portion of treatment needed by patients. WMAL-TV reports that this was first time such a program had been telecast "live," although films on clinical treatment of crippled children have been shown on television. Van Beuren W. De Vries, WMAL-TV senior director-producer, produced show.

American-British Exchange

EXCHANGE programs during which American and British teen-agers compare notes will be featured as part of KDKA Pittsburgh's *Youth Looks at the News* show. New feature will begin April 16, and will be heard every third Saturday of each month. Special series will be recorded at BBC London. BBC's participation will have Brent Wood as moderator, and two English students who will discuss British views and comments. Jack Swift, KDKA news editor, moderates regular *Youth* programs, with two Pittsburgh students on discussion end.

Boy Scouts on the Air

EACH Saturday from 1:10-1:30 p.m. WMRN Marion, Ohio, airs its *Troop 1490* (taken from WMRN's frequency 1490 kc), Boy Scout troop of the air program. Show is designed for all Boy Scouts, but particularly for lone scouts without a troop. Each broadcast features Scout Master of Week, Scout of Week and Scout Song of Week. Material is provided by Harding Area Council of Boy Scouts of America and is presented by WMRN staffers. Dugan Clothing Store of Marion, local scout equipment headquarters, sponsors program.

'Preview Show'

PREVIEW of things to come on television is being featured by WHEN (TV) Syracuse, N. Y. *Preview Show* gives televiewers an insight on what they'll see on Channel 8 for week to follow. Program is aired each Sunday at 10 p.m., and uses combination of live talent, films, and still pictures to highlight portions of programs to come.

Burgman Indicted

HERBERT JOHN BURGMAN, former employe of the United States Embassy in Berlin, was indicted March 29 by a Federal grand jury in Washington on charges of treason. He is charged with broadcasting Nazi propaganda during World War II. He is the thirteenth American indicted for assisting in enemy propaganda broadcasts.

Program by Accident

"GIMMICK" invented by accident now satisfies listeners' desires to have requests played during a non-request disc show on WTOB Winston-Salem, N. C. Recently, Russ Reardon, disc jockey, on daily *Platter Shop* show, accidently committed an error in reading commercial copy. Quickly he ad libbed that first person phoning station and correctly identifying the fluff would get their favorite number played. The "gimmick" caught and now "Catch Your Announcers Error" is format for *Platter Shop*.

Cafe Society Show

CAFE society variety program, originating from Jackie Heller's Carousel, Pittsburgh night spot, was introduced on March 29 at midnight by KDKA Pittsburgh. A Monday through Saturday program, aired from midnight to 1 a.m., *The Spotlight Show*, is emceed by Ed King, KDKA producer-writer-actor, with Mr. Heller as featured star. Top headliners playing at Carousel will be presented regularly on show. In addition Mr. King will interview visiting celebrities and will present recorded music. Show originates in Carousel's new "Spotlight Room," which was opened to public night of first broadcast.

'Bible Quiz of the Air'

MAKING study of the Bible interesting is object of *Bible Quiz of the Air* heard on WAMS WAMS-FM Wilmington, Del., in cooperation with Rev. L. E. Werner, radio chairman of Wilmington Council of Churches. Teams representing fourteen churches affiliated with the council, an organization of all Protestant denominations in Wilmington, are competing. Each Saturday at 11 a.m. two teams line up in WAMS' studio, with winners returning at later date for final competition. Each boy and girl receives religious books for participating. Grand prize for final winners is an all-expense paid trip to an intermediate summer camp of their denominational choice.

'Talent, Incorporated'

STARRING in role of talent agent, Bill Packham of WSB-TV Atlanta auditions prospective entertainers on that station's newest program, *Talent, Incorporated*. As each candidate proceeds to go into his act, picture dissolves into an appropriate setting, different for each act. Talent is from Atlanta area.

Get Acquainted Quiz

RADIO-telephone quiz which enables listener to familiarize himself with sponsors product is being backed by Crosse & Blackwell Co., Baltimore, on WFBR that city. On *How Well Do You Know Me* listeners are telephoned and asked a question about C & B line. Correct answers, which are contained on an answer list furnished free by grocers, win $25. Listeners are then given choice of two questions. For $50 they can name "mystery host" or answer question about sponsor's "product of the week." If product is on listeners' shelves, $50 is theirs since question is answered on product label. "Product of the week" is announced on preceding broadcast, as well as in newspaper ads. "Mystery host" is well known Baltimorean, who is identified by clues heard on program. Agency for C & B is VanSant, Dugdale & Co., Baltimore.

'Coffee With Chuck'

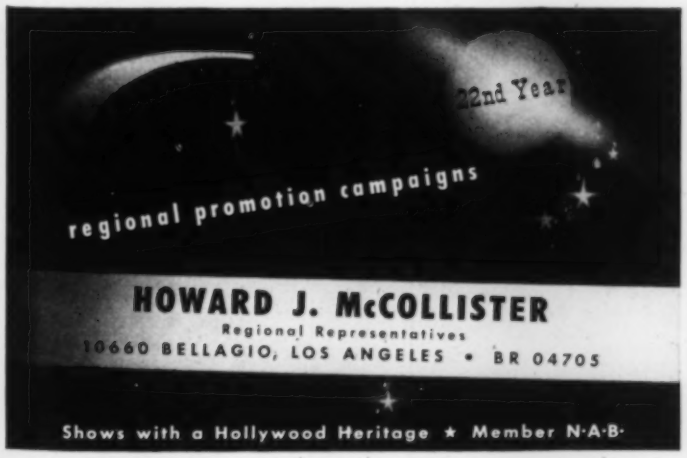
FREE coffee and cake, plus valuable prizes, are given on WMBM Miami Beach's newest program *Coffee With Chuck*. Program is sponsored by Food Fair Stores, grocery chain, and emanates from mezzanine of company's store in downtown Miami. In addition to daily prizes, participants vie for weekly prizes of round-trips to New York and Cuba. Saturdays are reserved exclusively for children, and special guests from local orphans' homes and other South Florida institutions are invited to participate. Arnold "Chuck" Kaufman is m. c.

'Talent Hour'

WEAM Arlington, Va., has inaugurated a talent program to encourage local stars and would-be stars. Jerry Toronto, protege of late Major Bowes, acts as master of ceremonies. Auditionees are invited to write station, and auditions are held each Thursday, 7-9 p.m.

Song Writers—Upcoming

HUB orchestra leader and WCOP Boston disc jockey Ranny Weeks is offering time on his noontime *Record Rack* show for submission of original songs written by his listeners, which he will play on piano during his daily program. Outstanding song of week will be repeated on Friday, with an interview with writer. Record of "song of the month" will be presented to writer of song judged best in that period. On May 30 best of all songs will be selected, and will be published by BMI.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ACTIONS OF THE FCC

MARCH 25 to MARCH 31

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

March 25 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

L. W. Andrews Inc., Davenport, Iowa—Designated for hearing application for new station 1580 kc 250 w D.

Petition Denied

KOB Albuquerque and WJZ New York—Adopted memorandum opinion and order denying various petitions by KOB and WJZ in proceeding on application of KOB for mod. CP and license 770 kc 50 kw unl. ordered that application of KOB for SSA be granted in part, and SSA for KOB 770 kc 50 kw-D 25 kw-N was extended for period ending June 1 or until Commission issues final decision, whichever shall sooner occur.

KARO Riverside, Calif. — Affirmed cancellation of CP, as result of deletion of TV Channel 1 and in consequence denied application for extension of completion date, dismissed application for STA to construct and operate TV station on Channel 6 in San Bernardino and requested KARO to advise Commission within 30 days if it desires hearing on application for Channel 13 in Los Angeles.

Extension Granted

WNYC New York—Granted extension of SSA for period of 6 mo. from March 2, to operate between 6 a.m. (EST) and sunrise at New York and between sunset at Minneapolis and 10 p.m. (EST) using DA with 1 kw on 830 kc.

Hearing Designated

WOR New York and WDSM Superior, Wis.—Designated for hearing in consolidated proceeding application of WOR to install new DA, and application of WDSM to change frequency from 1230 kc to 710 kc, power from 250 w to 5 kw, change trans. location, and install DA, and made WKRG Mobile, WHB Kansas City, WGBS Miami and KGNC Amarillo parties to proceeding.

WTMV E. St. Louis, Ill., and Belleville News-Democrat, Belleville, Ill.—Denied petition of WTMV to continue oral argument now scheduled March 25 in re proposed decision; ordered that WTMV's petition to set aside proposed decision and to reopen record, and petition of Belleville News-Democrat to dismiss petition, be scheduled for oral argument March 25 together with exceptions filed in this proceeding, and that parties are afforded opportunity to address themselves not only to proposed decision and exceptions filed, but to issues raised in petitions.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Radio Anthracite Inc. Nanticoke, Pa.—Granted petition to dismiss without prejudice application.

WSPD Toledo, Ohio, and WKJG Ft. Wayne, Ind.—Granted joint petition for continuance of hearing presently scheduled April 6 to June 13 at Washington.

Redlands Bcstg. Co., Redlands, Calif.—Granted petition to dismiss without prejudice application.

George F. Haddican, Delano, Calif.—Granted petition for leave to amend application, to submit revised engineering exhibit.

WTPS New Orleans—Granted petition for continuance of hearing scheduled March 31 to May 2 at Washington.

Olney Bcstg. Co., Olney, Tex.—Granted petition to amend application to specify 1590 kc in lieu 1410 kc, and application as amended was removed from hearing docket.

Radio Fitchburg Inc., Fitchburg, Mass—Granted petition for leave to amend application to show use of 1 kw unl. DA, in lieu of 500 w D.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for continuance of hearing scheduled April 7 to June 13 at Washington.

Charles Wilbur Lamar Jr., Morgan City, La.—Commission on own motion continued indefinitely hearing scheduled March 28, pending action on petition to reconsider and grant.

The Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion continued hearing from March 31 to April 28 at Greenwich, Conn.

Atlas Bcstg. Co., Hamtramck, Mich.—Denied petition for leave to amend application to specify DA in lieu of non-DA.

Pioneer Bcstrs. Inc., Pleasantville, N. J.—Granted petition for continuance of hearing scheduled March 29 to April 4 at Washington.

WTEL and WHAT Philadelphia—Granted petition of WTEL for continuance without date of oral argument scheduled for March 25.

WMEX Boston—Commission on own motion extended to April 1 time within which to file proposed findings.

WUTV Indianapolis—Granted petition to dismiss application, for additional time to complete construction of TV station.

Atlas Bcstg. Co., Hamtramck, Mich.—Granted order to take depositions in re its application and that of Hamtramck Radio Corp. et al.

Atlas Bcstg. Co. and Motor City Bcstg. Corp., Hamtramck, Mich.—Denied petition requesting hearing scheduled March 28 be held in Hamtramck in lieu of Washington.

March 25 Applications . . .

ACCEPTED FOR FILING

License for CP

KSPT Sandpoint, Ida.—License to cover CP new AM station.

Modification of License

WADC Tallmadge, Ohio—Mod. license change main studio location to Akron.

Modification of CP

WKYC Paducah, Ky.—Mod. CP new FM station change ERP.

WNAC-FM Boston—Mod. CP new FM station for extension completion date.

KTTS-FM Springfield, Mo.—Same.

WOW Omaha—Same.

TENDERED FOR FILING

SSA—660 kc

KFAR Fairbanks, Alaska — SSA to operate on 660 kc 10 kw unl. to May 1, 1950.

APPLICATION DISMISSED

AM—1470 kc

WMBD Peoria, Ill. — DISMISSED March 23 application for license to cover CP increase power etc.

AM—1490 kc

Colorado City Bcstg. Co., Colorado City, Tex.—DISMISSED March 21 application for CP new AM station 1490 kc 250 w unl.

APPLICATION RETURNED

KWEW Hobbs, N. M.—RETURNED March 10 application CP to increase power.

WNEW New York — RETURNED March 23 application for CP changes in DA.

March 28 Decisions . . .

DOCKET CASE ACTIONS

AM—1090 kc

Commission adopted order denying petition of W. Wright Esch, WMFJ Daytona Beach, Fla., for severance and grant of application from consolidated proceeding in re application and KTHS, et al. At same time Commission announced proposed decision looking towards grant of application Radio Bcstg. Inc. to move KTHS from Hot Springs, Ark. to West Memphis, Ark., and operate on 1090 kc 50 kw-D, 25 kw-N; and grant of application Radio Bcstg. Inc., for station at Hot Springs to replace KTHS, to operate on 550 kc 1 kw-N 5 kw-D; and denial of application of W. Wright Esch to change operating assignment WMFJ Daytona Beach, Fla., from 1450 kc 250 w unl. to 1090 kc 1 kw unl., denial of application Hot Springs Bcstg. Co. new station at Hot Springs 1090 kc 50 kw unl.

AM—580 kc

Adopted order granting petition WHP Inc., Harrisburg, Pa., to sever application from consolidated proceeding; said application was severed from proceeding and ordered retained in hearing status. At same time announced proposed decision looking towards grant of WHP Inc. change facilities WHP Harrisburg, Pa., from 1460 kc 1 kw-N 5 kw-D DA-N unl. to 580 kc 5 kw unl. DA; engineering cond.

AM—590 kc

Announced proposed decision looking towards grant of Union Bcstg. Co. to change facilities WARM Scranton, Pa., from 1400 kc 250 w unl. to 590 kc 5 kw unl. DA; engineering cond.; denial of application John H. Stenger Jr. to change facilities of WBAX Wilkes-Barre, Pa., from 1240 kc 250 w unl. to 590 kc 1 kw unl. DA.

March 29 Decisions . . .

BY THE SECRETARY

The following were granted licenses for new FM stations:

WFBR-FM Baltimore; KFMY Ft. Dodge, Iowa; WBEC-FM Pittsfield, Mass.; KWRN-FM Reno, Nev.

WNDB-FM Daytona Beach, Fla. — Granted license changes in FM station.

KQW and KQW-FM San Jose, Calif.—Granted mod. license KQW and CP KQW-FM change name to Columbia Bcstg. System Inc. of Calif.; change call letters to KCBS and KCBS-FM effective 4-3-49.

WWPA Williamsport, Pa.—Granted assignment of CP to Williamsport Radio Bcstg. Assoc. Inc.

WLOX-FM WLOX Bcstg. Co., Biloxi, Miss.—Granted request to cancel CP new FM station.

WTNC-FM Thomasville, N. C.—Granted mod. CP change type trans.

Following were granted extension of completion dates as shown: KWOE Clinton, Okla., to 4-14-49; KOB-TV Albuquerque, N. M., to 7-1-49; KVNJ-FM Fargo, N. D., to 5-6-49; WCOV-FM Montgomery, Ala., to 9-19-49; WFMI Portsmouth, N. H., to 7-1-49; KOA-FM Denver, to 10-13-49; KERN-FM Bakersfield, Calif., to 7-15-49; WGBS-FM Miami, Fla., to 10-12-49; WCFC Beckley, W. Va., to 6-18-49; KRE-FM Berkeley, Calif., to 4-30-49; WOAI-FM San Antonio, to 7-7-49.

WBIW Bedford, Ind.—Granted license new standard station; 1340 kc 250 w unl.

WFMU Crawfordsville, Ind.—Granted license new FM station; Chan. 275 (102.9 mc), ERP 13 kw; 230 ft.

Radio Electronic Television School—FM Division, Detroit—Granted CP new exp. TV station KG2XBB.

WISL-FM Radio Anthracite Inc., Shamokin, Pa.—Granted request cancel CP new FM station.

WEAN-FM The Yankee Network, Providence, R. I.—Same.

WHWL-FM Radio Anthracite Inc., Scranton, Pa.—Same.

KID-FM Idaho Radio Corp., Idaho Falls, Ida.—Same.

WREN-FM The WREN Bcstg. Co. Inc., Topeka, Kan.—Same.

WGAZ Daily Gazette Co., Charleston, W. Va.—Same.

WOYO Cinnco Bcstg. Co., Cincinnati—Granted request cancel CG new FM station.

Following were granted extension of completion dates as shown: WMFD Wilmington, N. C., to 6-1-49; WDAR-FM Savannah, Ga., to 9-23-49 on cond. that construction be completed or interim FM service provided by that date; WSVS-FM Crewe, Va., to 7-18-49; KSD-FM St. Louis to 6-16-49; WTCN-FM Minneapolis, to 10-5-49; WISE-FM Asheville, N. C., to 7-1-49; WEOL-FM Elyria, Ohio, to 6-16-49.

WLYN Lynn, Mass.—Granted license new standard station; 1390 kc 500 w D.

WKNK Muskegon, Mich.—Same—1600 kc 1 kw D.

KWIE Kennewick, Wash.—Same—1230 kc 250 w unl.

WTTS Bloomington, Ind.—Same—1370 kc, 500 w-N 1 kw-D DA-N.

WHAP Hopewell, Va.—Same—1340 kc, 250 w unl.

Following were granted licenses for new FM stations: WEAU-FM Eau Claire, Wis.; WLWA Cincinnati; WSAU-FM Wausau, Wis.; WERE-FM Cleveland; WITH-FM Baltimore; WPPA-FM Pottsville, Pa.

WIRB Enterprise, Ala.—Granted license install new trans.

WENT Gloversville, N. Y.—Same.

WBEZ Chicago, Ill.—Granted license changes in noncommercial educational station.

WCSH Portland, Me.—Granted license install new trans. to be used as alternate main trans.

KEPW Fort Smith, Ark.—Granted license install new vertical ant. mount FM ant. on top.

KTRB Modesto, Calif.—Granted license changes DA, mount FM ant. on AM tower.

KTW Seattle, Wash.—Granted license changes in trans. equipment.

WHDH Boston—Granted license increase power, etc.

KRKD Los Angeles—Granted license change power, etc.

WDBO Orlando, Fla.—Granted license change ant. and mount FM ant. on top AM tower.

WKAR East Lansing, Mich.—Granted license install new trans., make changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

WMBL Morehead City, N. C.—Granted license install new vertical ant.

WMOX Meridian, Miss.—Granted CP make changes in vertical ant. and mount FM ant. on side of AM tower.

WCNR Bloomsburg, Pa.—Granted CP make change in vertical ant. and mount FM ant. on AM tower. (BP-7101).

WDMG Douglas, Ga.—Granted CP mount FM ant. on AM tower.

WNBC-FM New York—Granted CP change ant. system, transmission line and trans. power output.

WBRM Brevard, N. C.—Granted mod. CP for approval of ant. trans. and studio locations, and change type trans.

KTFY Brownfield, Tex. — Granted mod. CP for approval of ant. trans. and studio locations.

WMLL Evansville, Ind. — Granted mod. CP to change ant.

WGN-TV Chicago—Granted in part mod. CP change ERP—Power reduced from vis. 18.4 kw to 11.2 kw; aur. 9.4 kw to 7.3 kw, so as to obtain same coverage as proposed under outstanding CP; ant. height change from 496 ft. to 585 ft.

WONW Defiance, Ohio—Granted mod. CP to specify studio location.

WONN Lakeland, Fla.—Granted mod. CP for approval ant. and trans. location, specify studio location, change type trans.

Following were granted extensions of completion dates as shown: WBAB Atlantic City, N. J., to 6-15-49; WCBT Roanoke Rapids, N. C., to 6-20-49; KRSC-TV Seattle, Wash., to 6-15-49; KDYL-TV Salt Lake City, to 10-1-49; WCBS-TV New York, to 10-13-49.

KDET Center, Tex.—Granted license new standard station; 930 kc 1 kw.

WHIZ Zanesville, Ohio—Granted license in part install new trans.

(Continued on page 106)

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Lighter Equipment

(Continued from page 26)

action pickup arm with two needles on a reversible head. Firm claims its micro-grip turntable prevents slippage and rumble. Another highlight as "fool-proof" speed changer for both 33⅓ and 78 rpm recordings. Califone handles up to 16-inch transcriptions, and entire unit is housed in a hardwood carrying case with reinforced corners and scuff-proof leather coating. Prices: Universal (Model 6U), $64.95; model 6UJ (for use with projector amplifier), $67.50.

* * *

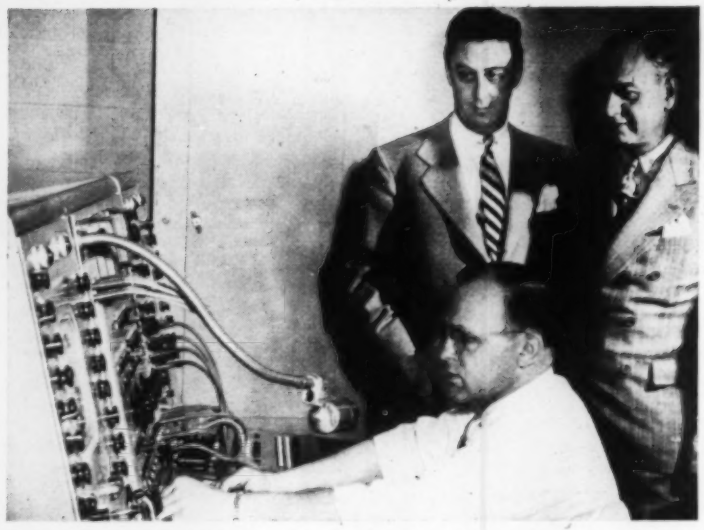
Collins Radio Co.

COLLINS RADIO Co. has introduced a new system for performing all switching and control functions on up to 50 broadcast program loops and 50 associated order wire (or engineering) pairs from remote point up to ten miles distant. Its primary purpose is to save wire. Relatively few control wires replace a large number of telephone line loops, looking toward reduced line charges. Heart of the system is a new device, the "autopositioner." Equipment utilizes special rotary switches developed by Davan Co., with all lines terminating at this switch assembly. Whenever control circuit is actuated, the switch rotor is set up to a pre-determined position by the autopositioner control head. An electric motor provides the driving force. At the studio end of the system a control panel mounts a pre-set dial and an operate button. Uses of equipment are not restricted to the broadcasting field alone, but can be utilized to full advantage, in many instances, where remote control of industrial equipment is needed, Collins points out.

* * *

Daven Co.

NEW equipment offered by Daven Co. includes video attenuators, RF attenuators, miniature attenuators and knee-action switches. Impedance of video attenuator (fixed or variable) is 75 ohms; of RF attenuators (fixed or variable), 50 ohms. Firm has developed a complete line designed to provide maximum attenuation in minimum of space. It is possible to obtain a 30-step Ladder Network in a 1¾ inch diameter unit, a 30-step "T" Network in a 2¾ inch diameter unit, and a 45-step "T" Network in a 2¾ inch diameter unit. Attenuators embody features of workmanship, design and performance. Daven attenuators and switches feature a patented rotor.



MASTER control switch is thrown by Engineer Ray Mallon to open broadcasts in the new home for WJBK and WJBK-TV Detroit, in Masonic Temple. Watching the operation are George B. Storer (r), owner and operator of the Fort Industry Co., and Richard E. Jones, WJBK-TV general manager. Formal opening was attended by over 500 advertising and trade executives.

* * *

Allen B. DuMont Laboratories Inc.

DUMONT LABS' newest commercial availablities are its Telecruiser, a television studio control room on wheels, and flying spot scanner. Other additions to DuMont equipment include a dual image orthicon camera chain; single film chain with new sprocket pull-down 16mm projector; master control console and associated rack-mounted equipment; studio sync generator and sync distribution system, as well as new DuMont microwave relay system.

* * *

Electro-Voice Inc.

ELECTRO-VOICE Inc., Buchanan, Mich., has two new broadcast microphones—Models 650 and 645—with relative outputs of 46 db and 50 db, respectively. Features include new dual-type external shock mount, new impedance selector, built-in XL-3 connector, magnetic circuit and exclusive acoustalloy diaphragm. Latter permits wide response and uniformity. Net weight of models: 650, 2¾ pounds; 645, 2¼ pounds. List prices: Model 650, $150; Model 645, $100.

* * *

Fairchild Recording Equipment Corp.

PROFESSIONAL magnetic tape recorder is being offered by Fairchild Recording Equipment Corp., Whitestone, N. Y. Recorder achieves performance at a forward speed of 15 inches per second, affording twice the playing time for a given tape roll size as recorders operating at 30 inches per second. Additional speeds of 7.5 and 30 inches per second are optional. Frequency response is flat, within one decibel from 50 to 15,000 cps at 15 inches, with 60 db signal to noise ratio. Separate erase, record and play-back heads are assembled on a kinematic mount. Play-back amplifier operates at all times and permits simultaneous monitoring of recording. Tape travel direction can be instantly reversed without coming to stop.

A studio recorder (Unit 523) enables lateral recording on acetate or wax masters up to 18 inches in diameter at 33⅓ and 78 rpm. A planetary fed mechanism eliminates the need for numerous feed screws. Continuous and instantaneous variation of cutting pitch from 80 to over 500 lines per inch is achieved by the easily accessible knurled knob. 78 rpm speed is obtained through precision friction-ball-race setup. Any number of disc recorders can be operated synchronously through compact unit attached to studio recorder. Unit 539 recorder, another model, enables recording on discs up to 17¼ inches in size for 33⅓ and 78 rpm speeds, and is applicable to AM-FM broadcasting, synchronization of sound-on-disc with film, recording of facsmile on disc and other uses.

Fairchild transcription turntable, Unit 524, is designed for FM, offering "wow-free performance at 33⅓ or 78 rpms without turntable noise, rumble or vibration for either FM or AM recorded broadcasts, for dubbing, and for laboratory uses. Turntable diameter measures 16 inches.

* * *

Federal Telephone & Radio Corp.

NEW allied equipment currently offered by Federal Telephone & Radio Corp. includes a flying spot scanner, television STL link, FM STL link, field intensity meter, and transmitting and rectifier tubes. *(For transmitter and antenna equipment, see transmitter story.)*

Scanner generates a video signal from slides and films with true picture fidelity and signal-to-noise ratio characteristics. Television STL link is a versatile TV broadcast microwave radio link for studio-to-transmitter program transmission, intercity relaying, or portable, remote pickup. Link features a long antenna cable feed, which can reduce installation at "permanent" remote pickup points to simple "plug-in" operation at ground level. FM link is designed for relaying high-fidelity program material from studio to transmitter site. Transmitter utilizes reflex klystron power oscillator; receiver utilizes reflex klystron local oscillator. Field intensity meter is a compact, lightweight portable instrument for accurate measurements of field intensities. Built-in coils cover entire frequency range, including AM broadcast band. Also included are complete lines of TV, AM, FM transmitting and rectifier tubes.

Other principal Federal products include high frequency cables, broad band oscilloscope, monitor speakers, transcription tables, TV and AM monitors, studio and transmitter monitors.

* * *

Gates Radio Co.

GATES RADIO offers a new matched control line of speech input apparatus for AM, FM and TV, as well as new control desks and other items for control room

Remember—

Hymns of All Churches?

This Excellent Feature
Now Available on
TRANSCRIPTIONS *as*

The Hymns You Love

Same Choir
Same Soloists
Same Show
With a New Name

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11
DELAWARE - 7-3262

RADIO TALENT, INC.
has plenty of
Come in and see us
WRIGLEY BUILDING
410 N. MICHIGAN AVE

and studio. Control system is a design wherein all apparatus is matched for symmetry, size and color. Line is complete, including copy racks, record slots, recording, copy and typewriter desks.

Gates also has an SA-50 console with "Programaster" dual channel control for speech input system. Various amplifiers are mounted on a rigid frame attached to cast aluminum "tilt back" type cabinet. Console consists of SA-70 pre-amplifiers with quad shielded input and output transformers, a new design four-stage program amplifier, plug-in type relays of telephone type, and assembly and wiring job. Use of power components enables maximum temperature rise of 40 degrees centigrade. Each microphone circuit feeds directly into the input of one of the five pre-amplifiers, then into ladder mixers, then to channel selector switches that govern whether program will go to amplifier 1 or 2.

* * *

General Electric Co.

GENERAL ELECTRIC has designed PC-3-A image orthicon studio camera to provide high quality television pictures at relatively low controlled light intensities. Provision has been made to correct overall response of camera to that of the human eye. These features are included: Optical viewfinder, with fewer tubes, less heat dissipation and simplified circuit design; bayonet base lens adapters, for quick and easy lens change; built-in light filters, with less danger of breakage; natural color viewing image, providing easy watching on viewfinder screen; and minimum maintenance, with complete accessibility of all components.

Instrument weighs only 72 pounds including viewfinder, is 22 inches long, 12½ inches wide and 12¾ inches deep. Viewing image is about equivalent to that of 10-inch picture tube, while field of view exceeds transmitted picture by 20% on all sides. No separate focus control is required for viewfinder. Also included is a dual-talkback telephone jack with a volume control to provide one-way communication from program director to camera and dolly operators, for cueing during rehearsal or program. Input circuit power: 115 v 50/60 cycles 0.3 amperes.

* * *

Presto Recording Corp.

NEWEST product in the Presto recording line is its magnetic tape recorder with speeds of 7½ and 15 inches per second. Selection is done by a simple mechanical shift. Speed of 30 inches per second can also be provided. Provision also is made to operate all sizes of reels up to and including 14 inches diameter (5,400 feet of tape). Operating controls and associated devices for mechanical section of recorder consist of push-button switches to record, playback, rewind, fast forward and stop. "Record" button cannot be pushed until safety button is simultaneously depressed. Two pilot lights indicate when unit is set for record and when power is on entire unit. Amplifier section consists of two separate units and common regulated power supply. Input and output impedances are both 600 ohms. Adjustable low and high frequency equalizers are incorporated in both recording and playback amplifiers. Full-size VU meter mounted on top panel of recorder indicates recording level, playback amplifier output level, bias current and erase current. Price will be "in neighborhood of $1,500," according to firm.

Another addition is new Presto 66-G recorder combining features of dual motor gear drive with overhead mechanism and turntable of Presto 6-N. Instrument is designed for standard and Microgroove recording. List price is $996 ($70 additional for Microgroove). Other additions to Presto's line include transcription playback equipment made up of a 16 inch turntable, 12 inch speaker and 10 w amplifier, all contained in floor cabinets. Unit is ready to operate when plugged into a 110 v AC outlet. New player is similar to firm's 62-A except for provision of a speaker grill in front of cabinet, and installation of amplifier in rear.

* * *

Machlett Laboratories

NEWLY-DEVELOPED high-power thoriated cathode tube, manufactured by Machlett Laboratories, Springdale, Conn., can be used as a single output tube in 25 kw television and 50 kw FM service. Tube has large coaxial leads on all electrode connections and has maximum frequency of 110 mc per second at full power. It may be used with new Machlett automatic seal water jacket.

* * *

Meletron Corp.

MELETRON Corp., Los Angeles, offers George A. Starbird microphone booms and stands. Specifications: Horizontal extension, four feet minimum, eight feet maximum; vertical, five feet minimum, nine feet maximum. Booms and stands are designed to provide flexible microphone arrangement; rubber tired, three-inch double-ball bearing casters provide silent change of location. They are also equipped with adapters, while balancing counter-weight prevents tipping under loads—in addition to heavy cast iron base to insure steadiness, according to firm.

* * *

Otto K. Olesen Co.

MERCURY vapor arc lamps for studio television lighting are now being introduced by Otto K. Olesen Co., Hollywood, Calif. New lamp enables blending of color corrected mercury and incandescent light sources to provide absolute color characteristics for any type camera tube. Color correction is obtained through use of high temperature phosphors coated on inner surface of lamp's outer envelope. Watt for watt, lamp delivers from two to three times the light output of conventional incandescent lamp, firm's engineers claim. Recently on West Coast, in a remote broadcast, only 12 1 kw mercury units were needed to provide adequate lighting. Fundamental advantages are longer lamp life, lower operating temperature and high light output per unit. The company claims that working under these lamps is much cooler because of absence of infrared radiation. Fixtures are now being developed that will utilize a new 400 w color corrected mercury vapor arc lamp. Efficiency of lamps is reported at approximately 63 lumens per watt. Relatively low cost, light weight and flexibility should prove valuable in all TV studios, and especially for field pickups, company feels.

ROBERT PATT (l), newly appointed director of advertising and sales promotion for WCBS New York [BROADCASTING, March 28], receives congratulations from his predecessor in that post, Jules Dundes. Mr. Dundes becomes director of sales and sales promotion for KCBS (formerly KQW), CBS-owned San Francisco station.

* * *

Radio Corp. of America

RCA has a number of new broadcast and television units, among them portable and console tape recorders, kinephoto equipment, remote TV switching system, video test equipment, and film projection equipment, in addition to new 5 kw FM transmitter (see separate story). Marking its entrance into magnetic tape recording field, RCA has developed portable and console recorders having a flat frequency response of 50 to 15,000 cycles.

For TV, remote control switching system provides central position for switching and, permits use of all programming techniques such as fading or lap-dissolving between signals. Equipment provides relays for video switching which simplify control room cabling system, thus allowing greater flexibility in room layouts. It comprises two major units, a program director's console and associated rack-mounted relays, amplifiers and power supplies.

A kinephoto system, already in operation in several of the nation's network stations, records TV images on motion picture film for subsequent use as video material.

* * *

Raytheon Mfg. Co.

COMPLETE stock of technical equipment and accessories (in addition to transmitter and allied equipment) is available to broadcasters. Line includes speech equipment, preamplifier, line amplifier, program amplifier, remote amplifiers, volume limiters and VU meter panels. Television microwave relay systems (50 w) are also manufactured by Raytheon. New products include consoles and consolettes, voltage stabilizers, mobile equipment and TV receivers, as well as TV camera chain, with view-finder, tripod and complete control and monitoring equipment. TV Relay receiver—RTR-1A—is complete with dish antenna.

* * *

Western Electric Co.

WESTERN Electric has a complete line of radio broadcast tubes, including a newly-developed high power thoriated tube for use as a single output tube in 25 kw television and 50 kw FM service.

WGST Atlanta, Ga., has received a commendatory letter from U. S. Marine Corps, Southeastern Recruiting Division, for its cooperation and service to the Marine Corps.

"make a date with a steak, tonight!"
London House
at the bridge...
Michigan Ave. and Wacker Dr. Chicago

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for new 250 watt station daytime only, population about 10,000. Apply to W. A. Smith, 203 West Alsobrook St., Plant City, Fla.

Salesmen

Salesman with idea presentations for Texas ABC station. Salary, commission. Box 509a, BROADCASTING.

Salesmen, program director, chief engineer, combination announcer-engineers for new 250 watt fulltime station in beautiful, prosperous, Florida city. Ability and character worth more than experience. Starting salaries of $40.00 and $50.00 weekly. Commission for salesmen. Monthly bonus and stock available for right people. Box 576a, BROADCASTING.

Salesman—If you have sold daytime stations in competitive market, then unusual opportunity awaits you, leading to management of station. Give complete details. Midwest. Box 583a, BROADCASTING.

If now selling-servicing stations-agencies; have profitable openings in New England-West Coast. Box 593a, BROADCASTING.

Good opportunity for experienced salesman with 1000 watt independent near Chicago. Send photo, qualifications, experience, salary desired. Box 615a, BROADCASTING.

Wanted—Experienced salesman with excellent chance for advancement in a prosperous, southwest market. Send full information, references and photo first letter. KSCB, Liberal, Kansas.

Salesman — Experienced advertising salesman. Must be able announce if desired, sober, on the job. Permanent berth to right man. Installing FM now. Write full details Station WBUY, Lexington, N. C.

If you have had several years radio time sales experience and want to make from $8000 to $15,000 per year, send complete information and photo to Earl Harper, WNOR, Norfolk, Virginia. Top drawing account to men we select.

Announcers

General announcer for Texas station, tell all. Box 527a, BROADCASTING.

Announcer—Must have good voice and be able to do a job on disc jockey, adlib shows and commercials that sell. High rated, midwest regional. Give complete personal resume, including experience, salary expected, availability. Confidential. Box 555a, BROADCASTING.

Wanted—Announcer experienced play-by-play and disc. Show by eastern Pennsylvania FM station. Send full details and disc. Reply Box 572a, BROADCASTING.

Experienced commercial announcers with ability to handle sound saleable news shows. Progressive midsouth 5 kw network affiliate. Fair starting salary, pleasant surroundings. Send complete background, salary requirements, photo to Box 574a, BROADCASTING.

Announcing—If you have first class telephone license and do announcing, control board, then contact me for unusual opportunity, midwest. Box 584a, BROADCASTING.

Can't pay a big price—But we need a special events man, an announcer who can do a good morning show, get up on the high school stage and make the kids laugh, do a good man on the street, and who can adlib freely, without "trying." Write Box 602a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Two combination men, also commercial manager, new station, opening in about six weeks. Write fully Station WEAB, Greer, S. C.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTOB, Winston-Salem, N. C.

Technical

Have opening available April 1st for experienced transmitter operator—5 kw directional. Send photo and general qualifications first letter. Radio KOOL, Adams Hotel, Phoenix, Arizona.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Production-Programming, others

Continuity writer, free lance, for spot commercials on assignments handled by mail. Write, giving full information and samples. Box 539a, BROADCASTING.

Experienced copywriter. Prefer one who can also announce. Prefer southerner. KTRY, Bastrop, Louisiana.

Situations Wanted

Managerial

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Manager or sales manager. Highly succesful record major and secondary market station operation. Actual experience several years each department, sales, programming, production, public and employee relations both new and going stations. Presently employed. Your interest held strict confidence. Box 471a, BROADCASTING.

Salesmanager available in April. Wants to arrange personal interviews April 8, 9, 10, 11 & 12 at Chicago Convention. If you need producer with 20 years network & independent stations experience, well known and highly recommended for results in sales, merchandising, advertising, promotion and management, advise immediately where & when you can be reached in Chicago. Box 561a, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Manager or commercial manager. Eight years experience in sales, promotion and supervision. Understands successful station operation. Excellent references. Midwest preferred. Box 587a, BROADCASTING.

Proven manager looking for larger opportunities. Presently employed 1000 watt network affiliate, whose earnings I have substantially increased during the past six years. Familiar all phases; AM, FM, including FCC. Sales a specialty. Prefer east or southeast. Available for interview at NAB Convention. Box 594a, BROADCASTING.

Situations Wanted (Cont'd)

Manager 15 years radio and newspaper, experienced all departments, strong on sales, capable executive, management and ownership experience, network and independent, metropolitan and small market. Solid family man, 2 children. Excellent references. Contact at NAB Convention through Broadcasting Chicago office or write Box 619a, BROADCASTING.

Station manager—program director—sales manager. Three well-experienced ex-GI's now separately employed desire to work together. We know radio and like black ink. 41 years of combined radio experience. Let's talk about your station. Available for interview. Box 603a, BROADCASTING.

Sucessful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Commercial manager 16 years radio and newspaper sales and management qualifies me for commercial manager's position with large regional or clear channel station. Excellent references. Contact at NAB convention through Broadcasting Chicago office or write Box 620a, BROADCASTING.

Salesmen

Young family man with eighteen months experience, selling, programming and announcing, now employed selling in highly competitive market desires change. Write Box 542a, BROADCASTING.

Time salesman presently employed eastern 500 watt station. Prefer midwest or western Penna. Consider all offers. Box 549a, BROADCASTING.

Capable sales manager, 12 years experience desires position midwestern states. Com. salary. Box 596a, BROADCASTING.

Sales need transfusion of ambitious young blood? Successful operations: copywriter, traffic manager, salesman, in regional operating room. Prefer hospital in midwest or eastern market. Box 598a, BROADCASTING.

Announcers

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. **Married, 26, family.** April 1st. Box 277a, BROADCASTING.

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a, BROADCASTING.

Experienced sports director now at Pennsylvania 1000 watt will travel in 250 mile radius for audition and interview. Box 512a, BROADCASTING.

Announcer—Handle all types of shows, console work, network and independent operation. Know programming. 16 months experience. Specialize disc jockey and news. Prefer northwest. Box 540a, BROADCASTING.

Morning man—Attention major markets. Top personality man, best references. 8 years experience, can build your audiences in strongest competition. Want $8000 or percentage deal. Box 552a, BROADCASTING

Experienced — News, staff, specialized college sports, Class B baseball, college education, family, consider all, Texas or coastal preferred. Box 558a, BROADCASTING.

Experienced announcer, married, desires position, preferably midwest. Modest requirements. Box 560a, BROADCASTING.

Announcer — Two years experience. Now at one kilowatt independent, previously CBS station, desires change. University graduate, young, married, knows and does news, music, special events. Disc, full information on request. Will travel. Box 575a, BROADCASTING.

Newsman-announcer seeking location in midwest. Journalism graduate. Can write, edit and deliver well-integrated newscast. Experienced in other phases of announcing. Presently employed 5000 watt Mutual outlet. Disc on request. Box 579a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-continuity writer, immediate availability, experience 3 years. Independents, Mutual-Columbia affiliates. All phases of staff announcing and writing. Music-sports continuity. Excelling in play-by-play, disc jockey work and commercial writing. Script own music and sport shows. Well known throughout east, south and midwest. Will work only for a productive, progressive station. Anywhere, highest references, wire or write now. I will produce for you. Will answer all offers. Box 577a, BROADCASTING.

Two announcers, single, desire staff jobs, preferably midwest. Will consider others. Write, produce own shows. Experienced working together, both writing and announcing. Box 585a, BROADCASTING.

Announcer, producer, DJ, newsman with 8 years experience desires Great Lakes area. $80 plus talent. AFRA. Available April 15th. Box 586a, BROADCASTING.

Two announcers, anywhere. Prefer midwest. School experience. Singly-together. Discs. Details. Box 605a, BROADCASTING.

Morning man—Versatile announcer, audience participation a specialty, experienced, high mail count, own car, seeks better position. Box 607a, BROADCASTING.

Experienced announcer, scriptwriter. Specialize in adlib. Disc shows, audience participation, sports, comics, etc. Available immediately. Transcription, photos, scripts and references upon request. Box 609a, BROADCASTING.

Combination announcer-engineer with first phone wants change to Kentucky-Missouri area. Presently employed, married. Disc on request. $65.00 minimum. Box 610a, BROADCASTING.

Experience—Six months, ambitious announcer, 23, single. College education, language major. Operate console, production sense. Experienced in amateur theatrical productions, speech projects. Mature delivery, excellent voice. Upon request, will supply excellent references, and other details asked for. Box 611a, BROADCASTING.

¼Godfrey, ¼Poole, ½Me. Jockey, announcer, news, worker, anywhere. Box 612a, BROADCASTING.

Announcer-engineer desires combination position in progressive station. Emphasis on announcing. I'm 25, have license and married. For full particulars on experience, etc. contact: Engineer, 1147 North Main, Tulsa, Oklahoma.

Announcer — Versatile, understands languages. Inexperienced. Acting experience. Telephone Michigan 2-7077, Joseph Dumont, 440 W. Schiller, Chicago.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer, single, 23 with year in all phases broadcasting emphasis commercials and deejay. Want position with opportunities for advancement. REANO, 1329 Oak St., K. C., Mo. HA. 0473.

Technical

Engineer, 1st phone, employed, married. Desire above Maryland. Require notice. Box 530a, BROADCASTING.

Experienced engineer. Florida stations notice. Offer, please. Box 573a, BROADCASTING.

Transmitter engineer, first phone, now employed 1 kw network station using directional antennas, active amateur, will travel for permanent job. Box 578a, BROADCASTING.

Engineer—First phone, single veteran, have car, experienced, southern states, preferably Georgia or Alabama. Box 580a, BROADCASTING.

Broadcast engineer desires position with station within commuting distance of New York City. Graduate in radio communications. No experience, hold 1st class phone, class A amateur (WRSDH). Box 588a, BROADCASTING.

Situations Wanted (Cont'd)

First class phone license, young, any position considered. Box 589a, BROADCASTING.

Hold first telephone, second telegraph amateur licenses. Any position considered. Box 590a, BROADCASTING.

Young man with first class telephone license, desires position in broadcasting. Box 591a, BROADCASTING.

Holder, 1st class radio telephone, good speaking voice, single, will accept reasonable offer. Box 592a, BROADCASTING.

Engineer-1st phone, 2nd telegraph, amateur licenses. No broadcast experience, but desires opportunity. Single, will travel. Box 600a, BROADCASTING.

Engineer now working desires change 2 years broadcast experience plus Navy. Southern New England preferred. Box 604a, BROADCASTING.

First phone, 23, married, desires position as operator in Virginia area. References. Box 225, Rocky Mount, Va.

Engineer-announcer. Business, sales background. College, first phone. Write or wire John Gronert, 5316 York Avenue S., Minneapolis, Minn. for disc, further qualifications.

Production-Programming, others

TV allocations are now being made. Is your application being considered or will it ever be? Let us do it now. L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

Program director - announcer. Four years experience, college background, desires midwest. Box 488a, BROADCASTING.

Woman commentator, 4 years experience New York City market, available both for radio and television, seeks aggressive station in competitive market. College grad, videogenic, young. Knowledge production, promotion, music. Box 565a, BROADCASTING.

News plus! Experienced director of news and special events plus promotion, publicity, public relations. Scripter for newscasts, documentaries. Emphasis on local angle. Family man, reliable, industrious. Excellent references. Box 622a, BROADCASTING.

Young, experienced, traffic-manager-copywriter desires position New England-New York area. Disc jockey and interviewing experience. Box 595a, BROADCASTING.

Continuity writer available — Well trained and experienced advertising copywriter and staff announcer. College graduate. Photo, continuity, disc available on request. Box 597a, BROADCASTING.

Scripter bulging with inexpensive ideas for small station. Salary secondary. Box 606a, BROADCASTING.

Small station want listeners? I want PD somewhere. Box 613a, BROADCASTING.

Conlan knows — I know — Do you need a good newsman? Box 614a, BROADCASTING.

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Program director — announcer background. Employed metropolitan station, changing because of ownership conflict, all-round experience, full knowledge programming from both sales and entertainment angle. Family, 30 years old, 13 years in radio. Box 621a, BROADCASTING.

From the idea to the complete station. You furnish the idea and the location. We do the rest. Let us tell you how. L. W. Andrews, Inc., 219 Whitaker Bldg. Davenport, Iowa.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

Situations Wanted (Cont'd)

Television

Technical

Camera man—One year television engineering training and 200 hours on image orthicon as telecamera operator in studio and remotes seeks contact in metropolitan area. Box 601a, BROADCASTING.

Television engineer, BS degree, IRE associate, 1948 earnings $5880, desires TV station executive or supervisory position near family in southeast. Nine years experience covers development, installation, operation at pioneer television station and has the "knowhow" derived from pre-war experimental and present-day commercial telecasting. Record of qualifications sent on request. Box 608a, BROADCASTING.

Production-Programming

Former FCC inspector desires employment television station as program director. Can furnish fulltime program schedule around arranged commercial programs. Salary plus commission on arranged commercials. Telephone or telegram A. A. Touchstone, 1019 9th Ave., Laurel, Mississippi. Phone No. 1302-J for telephone conversation leading to personal interview.

Employment Service

Seeking new horizons! Over 50 AM-TV horizons need conquering. Also need 20 announcer-engineers (to $325). RRR-Radio-Television Employment Bureau, Box 413, Philadelphia. Availabilities—Competent managers, PD's, announcers, copywriters, deejay's, etc.

For Sale

Equipment, etc.

Lehigh 170′ tower—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—2 tone arms for RCA 70B turntables complete with pickup heads and filters plus 2 spare RCA 70B diamond point heads MI #4856 $150.00. Blaw-Knox 80 ft. self-suporting type H-21, non-insulated, heavy duty tower, spread 10′4″, designed to suport a type 54A four bay, eight unit W. E. Cloverleaf FM antenna, new 600′ single conductor new versital telerium parkway cable, 2/0 stranded, AWG 600V on reel —$225.00 f.o.b. Flint. Chief Engineer, Radio Station WFDF, Flint 3, Michigan.

Stockholders of top network station in rapidly expanding southern market will sell 51% control to a manager who desires to operate own station. Only those in position to put capital into station and who possess unquestionable radio managerial ability need reply. For further information write Box 623a, BROADCASTING.

130 feet unused RG 20 U, 52 ohm transmission line—$65.00. 1 RCA 3 inch oscilloscope—$50.00. 1 Western Electric 110A limiting amplifier—$50.00. 1 slightly used Brush Soundmirror magnetic wire recorder, model BK 303 in factory sealed carton with several extra spools of wire—$600.00. Write Chief Engineer, WSGN, Birmingham, Alabama.

For sale—New 100 foot, type 101 Wincharger tower. Never erected, but less anchors. New cost $465, will sell for $310. WTAD, Quincy, Illinois.

Wanted to Buy

Cheap 5 kw transmitter suitable for use in Cuba on 1500-1600 kc band. Early availability essential. Box 582a, BROADCASTING.

Situations Wanted

Production-Programming

TOP-NOTCH NEWS EDITOR—superb background newspaper, radio, pre-war European travel and war-time intellingence work—promotion conscious, good air voice and public speaking—now earning up to $135 a week with pioneer local station—seeks executive news job that permits editing and airing one or two 15 minute newscasts daily. Box 599a, BROADCASTING.

For Sale

Station

CP FOR SALE

$12,500 AM and FM midwest metropolitan market AM clear channel low frequency. Must have prompt action. Manager available too if desired. Contact at NAB Convention through Broadcasting's Chicago office or write

BOX 618a, BROADCASTING

Equipment

FOR SALE

Western Electric

FM Antenna

BEST OFFER

One 8-bay Western Electric 54A Clover Leaf FM Antenna. New in 1948. Perfect condition.

Wire or Write WKY

Oklahoma City, Okla.

WANTED

TELEPHONE CARRIER EQUIPMENT (Western Electric) types, C, CF-1, CF-3, CF-4, CF-5, H, H-1.

TELEGRAPH CARRIER EQUIPMENT (Western Electric) X-61822A, CF-2, CF-6, 40AC1.

TELETYPEWRITERS—All Models.

TELEPHONE SWITCHBOARDS—Manual and automatic.

RADIO TELEPHONE LINKS—AN/TRC-1, AN/TRC-3, AN/TRC-4, T-14/TRC-1 Transmitters, R-19/TRC-1 Receivers, Antennas.

BOX 536a, BROADCASTING

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Tommy-on-the-Spot

UNUSUAL methods used by Tom McCarthy, WKRC Cincinnati news director, in covering local news stories for station have been highlighted by a 1,000-word AP wire to client newspapers. Mr. McCarthy hurries to the scene in his auto, which is equipped with a mobile telephone unit, and phones WKRC a running account of activities. Station, in turn, wire-records it for broadcast to home listeners three minutes later. Thus, listeners are given verbal descriptions of fires, floods, riots, etc., in little more than 180 seconds after events take place. Mr. McCarthy, who covers an approximate 25-mile radius, houses FM transmitting equipment of mobile phone unit in trunk rack and gets power from standard auto battery. There's only one hitch—he has to keep the engine running or the battery will go dead.

KSJO San Jose extends its broadcast day from 18 to 21 hours and expands facilities. New auxiliary offices were opened in the Bank of America Bldg., San Jose, and in San Francisco at 79 Post Street.

School

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Need Trained Personnel?

BROADCASTERS!

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Please send information concerning

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EDITORIALIZING

Dist. 1 Upholds Right

RIGHT of broadcasters to editorialize on the air was upheld by New England broadcasters at a meeting of NAB District 1 held March 23 at Boston. Non-NAB members attended the session, described as the largest radio meeting in the area's history [BROADCASTING, March 28].

The group adopted a resolution on editorializing "to the end that radio's voice shall become an increasing factor in community thinking and action."

Another important step taken by the meeting was to urge the NAB board to study the problem of conducting a large-scale, continuous campaign of advertising and promotion to sell radio advertising to manufacturers and agencies not familiar with its sales power.

In other resolutions the group congratulated BMB on acquiring Dr. Kenneth Baker, NAB research director on leave, as acting president; urged transcription firms to use more BMB music; commended work of Maurice Mitchell, NAB director of broadcast advertising; adopted a resolution of tribute to the late William S. Brown, WMTW Portland, Me.; endorsed the All-Radio Presentation project.

HAL TOTTEN, farm director at WGN Chicago, was named honorary member of Quill and Scroll chapter at Chicago's Nicholas Senn High School when he addressed the junior class. An alumnus, Mr. Totten edited the *Senn News* while in school. The society is a national journalistic high school group.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice, able to take limited announcing shift. Top salary, excellent career opportunity with alert growing organization located in California's grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Agencies

(Continued from page 10)

DON W. WARINNER, formerly advertising manager of National Chemical & Manufacturing Co., joins Tim Morrow Adv., Chicago, as copy chief.

HART LEHMAN Adv., New York, elected to membership in American Assn. of Advertising Agencies.

HUTCHINS Adv. closing its Los Angeles office about June 1. Principals, **JIM BURTON,** general manager of office and agency supervisor of ABC *Bing Crosby Show,* and **JANE LAIT,** publicity director, have announced no future plans.

LEWIS J. C. SPRUANCE, account executive at Lindeke Adv., Glendale, Calif., resigns to open his own office.

M. J. VOSSE Jr. and **ALVIN BICK** announce formation of Vosse & Bick agency in Memphis, Tenn., with headquarters in Jer Del Bldg. Mr. Vosse formerly operated an agency under his own name, and Mr. Bick was formerly with WMPS Memphis as account executive.

STEVEN A. BOX Adv., Albuquerque, N. Mex., elected to membership in Southwestern Assn of Adv. Agencies.

MARVIN YOUNG, vice president and radio and television director, Ruthrauff & Ryan, Los Angeles, is instructing an eight week course in "Television Writing" at University Extension of U. of California.

BARNETT BATES resigns as vice president and copy chief of Erwin, Wasey & Co., Los Angeles. He has announced no future plans. Before going to Los Angeles, Mr. Bates was manager of firm's Seattle office for several months, and before that was in New York office as copy head.

LOUIS J. NELSON, media director at Wade Advertising, Chicago, is father of a boy, Louis J. Nelson III.

AGENCIES moving offices to new locations include: Los Angeles—**Abbott-Kimball Co. of Calif.** to new building on Van Ness Ave., sometime early this month; BBDO to 6363 Wilshire Blvd., about May 15. Hollywood—**Sullivan, Stauffer, Colwell & Bayles** to 6253 Hollywood Blvd., telephone, Hillside 2119. New York—**Bozell & Jacobs Inc.** to larger quarters at 31 W. 47th St., and opens Washington office. Beverly Hills, Calif.—**Irwin-McHugh Adv.** to 239 S. Beverly Dr., telephones, Bradshaw 2-5455, Crestview 4-6127.

FIGHT SMOKE

WNOX Crusade for Knoxville

KNOXVILLE, Tenn.'s No. 1 problem is smoke. In 1947 and again in 1948 WNOX Knoxville waged crusades against it, but attempts to put through smoke ordinances were defeated.

When the proposed smoke ordinance failed again this year WNOX set to work. It called in Dr. Clarence A. Mills, of U. of Cincinnati's College of Medicine, considered an authority on smoke and its relation to health.

Simultaneously WNOX began an all-out anti-smoke campaign. Bulletins to schools, parent-teacher organizations and civic groups supplemented anti-smoke broadcasts. The *Knoxville News-Sentinel,* with which WNOX is affiliated, backed the station up with front page stories, editorials and pictures. On March 16 Dr. Mills gave his lecture on "You, a Victim of Atmospheric Smoke" and that same evening appeared on WNOX *Forum of the Air* with a summary of his talk.

Just a day earlier Knoxville's Smoke Abatement Advisory Board had recommended to the city council that the smoke ordinance be passed. Amendments to the ordinance are now being drafted. And WNOX states: "When the time comes for more public pressure, WNOX will let go with another air barrage."

WSM 'OPRY'

Station Exposes Ads

INCIDENT of alleged fraudulent advertising regarding an announced public appearance of the WSM Nashville *Grand Ole Opry* cast was reported last week by WSM. BROADCASTING was told by Tom Stewart, WSM publicity director, that WSM has not filed any charges against the promoter in question, "nor is it likely we will," he said. "Our prime concern is preventing radio stations, newspapers, and the general public being misled by such people. . . "

According to Mr. Stewart and photostatic copies of ads and press clippings which he submitted, Larry Sunbrock, a promoter, placed ads in two Columbus, Ohio, newspapers advertising a coming appearance of the *Grand Ole Opry* and stars from the show at Columbus' Memorial Hall.

James R. Denny, manager of the artists' bureau at WSM, notified the *Columbus Citizen* that Mr. Sunbrock did not have authorization to bring WSM stars to Columbus and that the program was not making the appearance.

The title *Grand Ole Opry* is the exclusive property of WSM and may be used "only in application to bonafide WSM *Grand Ole Opry* acts," Mr. Stewart said.

WILLIAM J. HENDRICKS, WXYZ Detroit salesman, has been awarded a certificate of appreciation by 17th Infantry Battalion, Marine Corps Reserve in Detroit, for his assistance to Marine Corps last year. Mr. Hendricks was radio chairman for Corps' 171st anniversary in Michigan.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's ticket. Top salary, grand career opportunity, excellent climate. If you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

CHICAGO

Our Washington, Dallas and San Francisco offices will all be represented at the NAB Convention, Hotel Stevens, Chicago, April 6-13.

MIDWEST

An attractive independent located in a good sized one station midwest market. This station is well equipped and operated, but profits can definitely be increased by good resident management. Price $125,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

BROADCAST MANAGEMENT CONSULTANTS

"not a luxury for the few but an aid for the many"

Only The Strong Survive—The small station that is Wise now becomes Strong and survives. Be wise now and let Broadcast Management Consultants set up a tight knit, well coordinated, profit making operation for you that can weather the economic rough spots that are ahead. Less operating expense—more profit.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

Advance Registration

(Continued from page 24)

Fiedler, Leroy, WKBW Buffalo, N. Y.
Findley, L. K., Collins Radio Co., ST.
Florance, Herbert C., KDFC San Francisco, ST.
Flynn, Roy M., KRLD Dallas, ST.
Fox, J. C., WHAS Louisville, Ky.
Full, Elliott D., KXIC Iowa City, Iowa
Gabrielson, Olaf, KFGO Fargo, N. D., ST.
Gamble, Joe A., WRBL Columbus, Ga.
Ganzenhuber, John H., Western Electric Co., New York, ST.
Garland, O. K., WJHL Johnson City, Tenn., ST.
Geiken, Don, KVOX Moorhead, Minn., ST.
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington
Ginnet, Robert J., WHBF Rock Island, Ill.
Godley, Paul F., Paul Godley Co., Upper Montclair, N. J.
Goldenberg, Henry E., WHB Kansas City, Mo.
Green, J. A., Collins Radio Co., ST.
Gresham, Stokes, Jr., WISH Indianapolis, Ind.
Grove, William C., KFBC Cheyenne, Wyo., ST.
Gundy, Phillip L., Graybar Electric, Detroit, Mich.
Hahn, Norman, WIBA Madison, Wis.
Haines, Homer M., WNAE Warren, Pa., ST.
Hales, Frank B., WBRY Waterbury, Conn., ST.
Hamrick, William H., WWNC Asheville, N. C.
Hancock, Robert, KDTH Dubuque, Iowa
Hartmeyer, C. Elmar, WHIZ Zanesville, Ohio
Harold, Joseph, WOW Omaha, Neb.
Hetland, Julius M., WDAY Fargo, N. D.
Hirsch, Oscar C., KFVS Cape Girardeau, Mo., ST.
Hixenbaugh, George P., WMT Cedar Rapids, Iowa ST.
Hobbs, Revis V., WKRM Columbia, Tenn.
Hoffman, Karl B., WGR Buffalo, N. Y., ST.
Hogan, John V. L., WQXR New York, ST.
Holbrook, Darrel, WLDY Ladysmith, Wis., ST.
Hoskins, Cecil B., WWNC Asheville, N. C.
Houts, James J., KYSM Mankato, Minn.
Ing, George W., KONO San Antonio, ST.
Jackman, F. C., WREN Topeka, Kan., ST.
Jackson, A. H., Blaw-Knox Co., Pittsburgh., ST.
Jett, E. K., WMAR Baltimore, Md., ST.
Johnson, Albert D., KOY Phoenix, Ariz., ST.
Johnson, E. M., MBS, New York
Jones, G. I., Graybar Electric Co., Havertown, Pa.
Kandoian, Armig C., Federal Telecommunications Labs, Glenn Rock, N. J.
Kean, Walter F., Riverside, Ill.
Kelley, James J., WFBL Syracuse, N. Y., ST.
Kempkes, David J., KIHO Sioux Falls, S. D., Bis.
Kennedy, H. Edwin, WILM Wilmington, Del., ST.
Keyworth, J. Gordon, WMNB North Adams, Mass.
Koehler, James F., Philco Corp., Philadelphia
Koerner, Meredith L., WSAM Saginaw, Mich.
Krahl, A. K., KMBC Kansas City, Mo.
LaMarque, James W., Graybar Electric, New York, ST.
Landreth, Ellis, WBRW Welch, W. Va., ST.
Langlois, C. O., Lang-Worth Feature Programs, New York, ST.
Lawhon, J. D., WMAZ Macon, Ga., ST.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.
Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

WGLS STARTS

Georgia Network Key Outlet

WGLS Decatur, Ga., which held its formal opening March 27, will be the key station for the Georgia Assn. of Local Stations network.

Mr. Carr

Tom Carr, WGLS general manager and GALS director made the announcement last week.

Network service is scheduled to begin this month. One hour of programming a day is planned at start, with network using telephone lines. As soon as adequate FM facilities are available, programs will be fed by FM relay, Mr. Carr said. Network includes 29 stations.

WGLS licensee is the DeKalb Broadcasting Co. Station is a 1 kw daytimer on 970 kc.

Staff, in addition to Mr. Carr, includes: A. R. Bruckner Jr., program director; Ruth Kent, director of women's programs; Clifford Hanson, chief engineer; William Dillingham and John Dillard, assistant engineers; Preston Charles, Howard Jarrott and Lew Forrest, announcers; Dorothea Carr, office manager and assistant sales director of GALS, and A. P. McConnoughey and Spence Bedsole, salesman.

Lee, Carl E., WKZO Kalamazoo, Mich., ST.
Leeman, Alvin, WKBH LaCrosse, Wis., ST.
Lewis, L. L., WOI Ames, Iowa
Linder, D. O., KWLM Willmar, Minn., ST.
Linder, H. W., Jr., KWLM Willmar, Minn., ST.
Livesay, J. R., WLBH Mattoon, Ill.
Lodge, William B., CBS, New York
Loyet, Paul A., WHO Des Moines, Iowa, ST.
Lyford, E. B., NBC, New York
Martin, George, WQAN-FM Scranton, Pa.
McCracken, Artie, WFAH Alliance, Ohio
McDonald, Clifford C., Arcturus Engineering Corp., Los Angeles
McGoldrick, John P., WQAN-FM Scranton, Pa.
McIntosh, Frank H., Washington
McKey, Dixie B., Dixie B. McKey & Assoc., Washington
McLean, James D., Philco Corp., Philadelphia
Machlett, R. R., Machlett Labs, Springdale, Conn.
Magin, Theodore G., WDAN Danville, Ill., ST.
Major, John S., WREN Topeka, Kan., ST.
Marchant, R., Minn. Mining & Mfg. Co., St. Paul, Minn.
Mattison, V., Collins Radio, Cedar Rapids., ST.
Mayer, Herbert J., WHBL Sheboygan, Wis.
Miller, Adron, WMIX Mt. Vernon, Ill.
Miller, J. A., Lang-Worth, New York, ST.
Minor, M. J., WBT Charlotte, N. C., DR.
Moler, A. R., KMBC Kansas City, Mo.
Morris, William F., WSOO Sault Ste. Marie, Mich., ST.
Mosby, A. J., KGVO Missoula, Mont., ST.
Mullan, Lester A., KTRH Houston, Tex.
Murray, Louis H., WPAM, Pottsville, Pa., ST.
Myers, Walter, WJJD Chicago
Neill, W., Raytheon Mfg. Co., Waltham, Mass.
Newman, J. Edward, WDBJ Roanoke, Va., ST.
Nopper, C. G., WMAR-TV Baltimore, Md., ST.
Novy, J. F., WBBM Chicago
O'Brien, Bernard C., WHEC Rochester, N. Y., ST.
O'Hagan, James E., Allied Record, Hollywood, Calif., ST.
Parks, Vern, WMMJ Peoria, Ill.
Parrish, Ben, KHMO Hannibal, Mo.
Perry, Roger L., WPOR Portland Me.
Peters, Francis Joseph, WMRN Marion, Ohio
Petrich, Arnold F., KILO Grand Forks, N. D.
Pierce, Max E., KSOO Sioux Falls, S. D.
Pierce, R. Morris, WGAR Cleveland
Purcell, W. J., WGY Schenectady, N. Y.
Putman, R. E., WGY Schenectady
Pyle, K. W., KFBI Wichita, Kan., ST.
Quentin, Charles, KRNT Des Moines, Iowa, ST.
Raasch, Edward R., WMIX Mt. Vernon, Ill.
Radziwon, Eugene L., Jersey City, N. J.
Rector, Chester V., WIOU Kokomo, Ind.
Reed, Elmo, WJPG Green Bay, Wis., ST.
Rekart, A. F., KXOK St. Louis, Mo., ST.
Ridgeway, Frank B., WEBR Buffalo, N. Y.
Rohrbaugh, Philip A., WHVR Hanover, Pa., ST.
Rowe, Thomas L., WLS Chicago, Ill.
Rulong, Clarence, WAJR Morgantown, W. Va.
Sanderson, J. V., WSGN Birmingham, Ala., ST.
Sawyer, Roger, KGLO Mason City, Iowa, ST.
Schneider, Sidney, WEAW (FM) Evanston, Ill.
Schoeny, Erwin P., WGBF Evansville, Ind., ST.
Schroeder, Ray J., KMA Shenandoah, Iowa, ST.
Scott, Milton C., Jr., WIOD Miami, ST.
Shelton, Aaron, WSM Nashville, Tenn.
Sherman, G. V., WBBM Chicago
Sinclair, David G., KVFD Fort Dodge, Iowa, ST.
Smith, Carl E., WHK Cleveland, ST.
Smith, T. A., RCA, Camden, N. J.
Snider, Robert, KTUL Tulsa, Okla., ST.
Snyder, Reed, WHO Des Moines, Iowa, ST.
Staley, Max F., KIJV Huron, S. D., ST.
Stantz, L. H., WNBF Binghamton, N. Y.
Staubitz, E. J., Blaw-Knox, Pittsburgh, ST.
Stern, Edgar B., Jr., WDSU New Orleans, DR.
Stewart, Arthur, KFAB Omaha, Neb., ST.
Stone, Earl J., WELL Battle Creek, Mich., ST.
Stoner, Marion J., WTTH Port Huron, Mich., ST.
Stuckwish, Milburn H., WSOY Decatur, Ill., ST.
Sturm, Harold F., WHTN Huntington, W. Va., ST.
Talbott, Edward P., KROD El Paso, Tex., ST.
Taylor, Frank H., Lehigh Structural Steel Co., New York
Taylor, Robert G., KMHK Mitchell, S. D., ST.
Taylor, S. P., Western Electric, New York, ST.
Thomas, Morris W., KOMA Oklahoma City, Okla., ST.
Thompson, William, BROADCASTING, Chicago
Toms, E. C., Graybar Electric, Richmond, Va.
Torrey, William H., KGNC Amarillo, Tex., ST.
Towner, Orrin W., WHAS Louisville, Ky.
Troeglen, Karl, KCMO Kansas City, Mo., ST.
Troman, R. A., Blaw-Knox, Pittsburgh, ST.
Tucker, Durward J., WRR Dallas, Tex.
Volk, Joseph A., WEW St. Louis, Mo.
Wallack, Chester A., KVGB Great Bend, Kan., ST.
Watts, W. W., RCA, Camden, N. J.
Wegner, John F., Allied Record Mfg. Co., Washington, ST.
Wheeler, Edward A., WEAW Evanston, Ill., ST.
Wheeler, Harvey, KPRC Houston, Tex., ST.
Whitman, Urlin, WTAD Quincy, Ill.
Wilson, George A., WKRC Cincinnati, Ohio, ST.
Wilson, Walton W., KSUM Fairmont, Minn., ST.
Wood, D. C., WRVA Richmond, Va., ST.
Yandell, Ryburn, WJPF Herrin, Ill., ST.
Young, H. D., KRPL Moscow, Idaho, ST.
Zellmar, Lester, WTRC Elkhart, Ind., ST.

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Smith Davis, President
Albert Zugsmith, Exec. Vice-President

Waldorf-Astoria Towers, New York, N. Y.
317 South 16th Street, Philadelphia, Pa.

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in the Broadcasting Industry
to drop in at "Open House" at their Suite
in The Stevens Hotel in Chicago
during The NAB Convention, April 6-13

Howard E. Stark
Director, Radio & Television Division

Alvin Freemount
Director, Small Properties Division

will be on hand to greet you

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NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:

Name_____

Address_____

City_____ State_____

Technical Papers

(Continued from page 26)

equipment and methods and procedures are described briefly. Although the taking of accurate measurements is essential, they are of little value other than to meet the requirements of the FCC unless they are analyzed and interpreted to give a practical indication of what the measurements mean with respect to actual reception.

Mr. Adair

Mr. McCord

The Design, Development and Operation of a TV Mobile Unit — W. I. McCord, DuMont

The paper will cover the design, development and operation of a television mobile unit for use in field operations. The construction of the vehicle is discussed, as well as the installation of equipment in the completed unit. The use of the vehicle in handling remotes is also described, as well as the many problems incidental to handling this type of unit in the field.

The unit described is of an advanced type, accommodating a triple image orthicon camera chain, together with a full complement of audio facilities. Microwave relay equipment is provided for transmitting the remote program back to the master control room or studio.

Operation of the Image Orthicon Camera — J. H. Roe, RCA

Specific adjustment and operating techniques for obtaining the best possible pictures from image orthicon type television cameras will be discussed in this paper. Subjects such as beam alignment, choice of lens and stop, and adjustment of beam current and target potential will be covered in detail. The four types of image orthicons will be reviewed, particularly as regards relative sensitivity, spectral response and general suitability for various applications. The pitfalls most frequently encountered will be discussed and a list of "do's and don't's" presented. This paper assumes a previous knowledge of the general design of image orthicon cameras and the discussion will be on an advanced level.

A 2,000-mc Television Relay Link — Martin Silver, Federal Telecommunication Labs

The paper describes a link designed to inter-connect television stations in various cities as well as for local portable pickups. The link operates in the 2,000-mc television relay band. A klystron delivering 15 w is used. The transmitter is crystal controlled and frequency modulated. Complete monitoring facilities are provided at each transmitter including power, local picture monitor, frequency monitor, etc. The receiver is a single superheterodyne type. A high degree of preselection is used to avoid interference. The local oscillator of the receiver is crystal controlled providing maximum stability. Three outputs are provided: one for local monitoring; the second to feed the next link transmitter; and the third for local program service. The design of the equipment is such that long lengths of antenna cable may be used permitting fixed antenna installations at many points of service.

Mr. Silver

Mr. Roe

AM, FM and TV Audio Measurements — F. H. McIntosh, Consulting Engineer

This paper describes the current audio requirements of the FCC concerning measurements of gain frequency characteristics, harmonic distortion, and the methods currently used or recommended for their determination. Included is a definition of percentage modulation for both FM and AM transmitters; harmonic distortion analysis, both by summation process of individual harmonic components and RMS measurements, using a suitable distortion factor meter; practical suggestions for the measurement of these characteristics and requirements for suitable equipment and filters to assure acceptance before the Commission. The characteristics of different types of transmitters, such as those of "squirt" carrier, compressed carrier, and their effect upon modulation percentage are discussed. A number of slides to simplify the description will be shown.

Mr. Morris

Mr. McIntosh

The NAB Recording and Reproducing Standards for Disc and Magnetic Recording — R. M. Morris, ABC

This paper will present a brief history outlining the need for and establishment of recording and reproducing standards to facilitate the economical exchange of recorded material among the broadcasters of the United States. In 1941 the NAB Dept. of Engineering undertook to develop a set of standards of good engineering practice to be followed by manufacturers and users of recordings and recording and reproducing equipment for use by the broadcaster. Various phases of the problems encountered in arriving at the present standards will be outlined and there will be a discussion of the many yet unresolved problems facing the Recording & Reproducing Standards Committee. It was not until 1947 that standards on magnetic tape systems were considered, however the phenomenal growth of this medium has required careful and thorough yet expeditious action. The standards thus far agreed upon on magnetic tape and those under consideration will be discussed.

Magnetic Tape Recording and Reproducing—S. J. Begun, Brush Development Co.

Magnetic recording equipment, as it is now available, meets all requirements (frequency response, distortion, flutter) for high quality work. The relative performance characteristic of magnetic and disc recording equipment will be dis-

Ken's Kin

KENNETH PERKINS of Chicago is one in a million, only just now he'd rather not be. After his name was chosen at random from the telephone directory, Mr. Perkins was called by Ernie Simon, WJJD Chicago giveaway jester. Answering his phone with the correct greeting—"The Three Libby Furniture Stores"—he won the jackpot of $3,080. A double-check the following day unearthed the fact that his wife is a sister of the sponsor, Jerry Libby. Mr. Libby ruled that the prize be kept out of the family. The jackpot now totals $3,085, and Mr. Perkins might well contemplate divorce.

NBC AFFILIATE

WORZ

ORLANDO FLORIDA

1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

cussed. With the NAB standardization program sufficiently advanced during the last year, the station engineer and manager must give serious consideration to employ magnetic recording equipment, wherever it can be used. The most important fields of application are:

Mr. Marchant Mr. Begun

Recording of programs to be transmitted at some later time (time delayed programs); composing a show (editing of programs); and on-the-spot recording (portable equipment). The requirements for these three rules will be reviewed briefly.

Properties of Magnetic Tape and Their Relation to Magnetic Recording — Reynolds Marchant, Minnesota Mining & Mfg. Co.

The fundamental physical and magnetic properties of magnetic tape must be fully considered in the design of a satisfactory magnetic recording and reproducing system. As an operating unit, the recording equipment must be properly maintained in order to insure continued performance of a satisfactory nature. This paper will explain the relation of tape properties to recorder design and call attention to the relative importance of various properties. Suggestions will be given for checking the performance of recording equipment. These include, in addition to routine checking of amplifiers and electronic gear, checks of head alignment, tape tension, head wear, capstan drive speed, bias adjustment, etc. A brief discussion will be given concerning the optimum storage and handling procedures for recorded tapes.

A New Portable Audio Amplifier for AM-FM-TV—W. W. Dean, General Electric

The paper will describe a new portable remote amplifier incorporating novel features. The single unit equipment designed for either AC or battery operation is designed to meet the electrical performance characteristics required for AM, FM and TV, yet weighs only 35 pounds. Incorporated in the assembly is a test-tone oscillator for checking line levels. Other new and novel features included in the equipment will be discussed.

Design Problems in Triode and Tetrode Tubes for High-Frequency Operation — H. D. Doolittle, Machlett, Labs.

The design of tubes for power generation in the frequency range from 100-1000 mc/sec requires careful consideration. Transit time devices such as klystrons, magnetrons, etc., may be used, or triodes and tetrodes of more conventional design may be "broadbanded." In either case a decision must be made as to whether the circuit is or is not to be external to the tube. The latter permits greater flexibility in application. There is at present no unique solution to the problem.

This paper discusses only the adaptation of triode and tetrode "switching" tubes to power generation in this frequency range. The problems of inter-electrode capacitance, lead inductance, cathode emission density, and electrode dissipation are discussed in relation to fabrication techniques.

Mr. Dean Mr. Doolittle

A Loop-Antenna System for Television Broadcasting—A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs.

Horizontal loop antennas have been designed for a large number of applications in the very and ultra-high-frequency ranges. They are particularly useful for solving TV problems since each loop has the required omnidirectional pattern in the horizontal plane and also some directivity in the vertical plane. Antenna power gain may be obtained by stacking and the tolerable standing-wave ratio at the antenna input can be held to less than 1.1:1 over the entire individual broadband television channel. Furthermore, TV requires diplexing to allow transmission of both picture and sound signals over the same antenna without mutual interference and power loss.

These problems have been solved by the design of a very-broadband

Mr. Kandoian Mr. Felsenheld

triangular stack loop antenna. A coaxial diplexing filter combines the outputs of the transmitters in a single coaxial transmission line. Experimental data will be presented on the complete antenna system, including radiators, mechanical structure, and diplexing.

A New Low-Cost TV Transmitting Antenna—M. W. Scheldorf and Lawrence Krahe, Andrew Corp.

The development by Andrew Corp. of a new principle for broadband radiators has made possible a new simple transmitting antenna with a single-ended feed system. Elements consisting of multiple rods with a wide variation in lengths are assembled in a cone-fan shape. The absence of structural obstructions make servicing convenient. There is a reduction both in the cost of the antenna and the transmission line required to energize it.

The single-ended diplexer unit

Mr. Krahe Mr. Scheldorf

consists of simple sections of transmission line so interconnected and spaced as to achieve the necessary frequency discrimination with a a minimum of physical material

(Continued on page 102)

Horsey Set

KTFS Texarkana, Tex., can't boast of beautiful scenery surrounding its transmitter house and tower but it does claim that the site is a practical one. Located in the middle of a grazing area near a mule barn, the transmitter proved most advantageous to the owners of the barn, which is one of the largest mule and cattle auction plants in the area. The owners wanted to broadcast their weekly livestock auction from the barn but found that the local telephone company could not give facilities to the station. KTFS engineers erected poles and strung wire from the barn to the transmitter house, thus allowing regular line service and the weekly broadcast.

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PROGRAMS
... at local station cost
See your station representative or write
LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

Technical Papers

(Continued from page 101)

and without special intricate features. The entire arrangement is especially suited for small stations where economy is important.

Automatic Selection of Broadcast Program Circuits—J. A. Green and R. D. Essig, Collins Radio Co.

A new device, The Autopositioner, and its relation to broadcast engineering is presented. A specific application is discussed wherein fifty program circuits and fifty order wire loops are switched and controlled from a remote point several miles distant resulting in a considerable saving in telephone cable pairs. The circuits to be selected can be preset in advance at the control point, and switching occurs when the operate button is depressed. Similar circuit arrangements in conjunction with the Autopositioner unit are an ideal solution to many remote control problems. Typical switching and control equipment will be operated and its functions described.

Mr. Green

Mr. Essig

High Voltage Metallic Rectifiers Applied to Broadcast Transmitters—C. K. Hooper and N. B. Tharp, Westinghouse Electric

This paper concerns the use of metallic rectifiers in AM and FM broadcast transmitters. Special attention is given to the use of selenium rectifiers in high voltage supplies. Data is presented on the operating characteristics of high voltage selenium rectifiers based on theoretical considerations and actual station experience. Efficiency, regulation, aging effects and other factors are discussed.

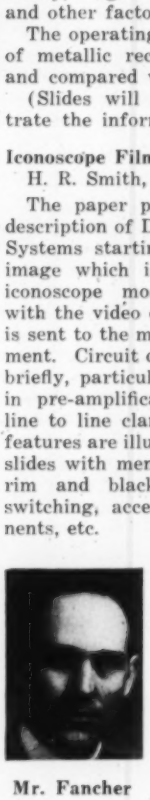
Mr. Tharp

Mr. Hooper

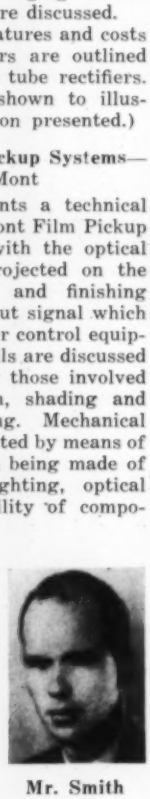
The operating features and costs of metallic rectifiers are outlined and compared with tube rectifiers. (Slides will be shown to illustrate the information presented.)

Iconoscope Film Pickup Systems—H. R. Smith, DuMont

The paper presents a technical description of DuMont Film Pickup Systems starting with the optical image which is projected on the iconoscope mosaic and finishing with the video output signal which is sent to the master control equipment. Circuit details are discussed briefly, particularly those involved in pre-amplification, shading and line to line clamping. Mechanical features are illustrated by means of slides with mention being made of rim and black lighting, optical switching, accessibility of components, etc.



Mr. Fancher



Mr. Smith

The Improved 16 mm Synchrolite Projector—H. B. Fancher, General Electric

This shutterless projector especially designed for television service uses pulsed light from a Krypton flash lamp controlled by the synch generator. This permits transmission of single frames at full intensity and furnishes a higher light output than previously available. The optical system consists of a separate lamp house with precision mounting and control for the flash lamp reflector and lens system. The projector head uses a standard pull down ratio with an extremely fast starting and stopping time, and the audio system provides equalized response well beyond the capability of most film.

Kinescope Recording—R. V. Little Jr., RCA

Film recording of television programs can most easily be accomplished by photographing directly the television picture apearing on the face of a kinescope monitor. The camera, however, must be especially designed for the purpose because of the difference between the TV system frame frequency of 30 per second and conventional motion picture frame frequency of 24 per second. It is also desirable to use a special kinescope with higher anode voltage. This paper discusses the means by which the two systems are reconciled and describes a commercial kinescope recording equipment which is now in operation in several network key stations. This equipment may be used in either the single (combined sound recording) or the double (separate sound recording) methods. It will produce film recordings which are of quality suitable for networking or delayed or repeat telecasts.

Mr. Little

Mr. Thompson

A Cathode Ray Tube Video Scanner—R. D. Thompson, DuMont

Production of a picture signal can be achieved by imaging the raster of a cathode ray tube onto a photographic transparency, and projecting the transmitted light upon the cathode surface of a photo tube. Such an arrangement, employing a CRT with a very short persistence screen, provides a simple source of program and test material. The theory of the scanner is briefly outlined and a practical approach to circuits for producing the raster, correcting for CRT persistence, and gamma correction are presented. Although the unit described is intended to use 2 x 2" glass slides, versatility is achieved by an automatic fade and slide change sequence for artistic transition.

General Purpose Television Studio Lighting—Richard Blount, General Electric

A study has been made of some

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of the many factors that affect a television studio lighting arrangement. Among others these include the effects desired in the received picture, what effects lighting can accomplish, and the factors that determine the type of lighting equipment selected. Typical equipments suitable for the various lighting tasks have been chosen, calculations have been completed to predict the number of units needed to provide the desired foot-candle level, and a layout has been drawn showing the arrangement in a general utility studio. From the calculations a number of ratios have been developed to aid in the design of television studio lighting systems.

Mr. Blount

Mr. Winner

TV Receiving Antenna Design and Installation — Lewis Winner, Bryan Davis Publishing Co.

This paper discusses the importance of the receiving antenna to the telecaster; familiarizing the service man with the particular types of antennas to use for maximum pickup of TV stations; eliminating ghosts and interference caused by FM stations, FM receivers, TV receiver local oscillators, TV receiver video circuits, TV receiver sweep circuits, prewar diathermy equipment, electromedical and industrial apparatus, ham rigs, man-made devices; picking up stations in fringe areas; use of special types of antennas such as rhombics and yagis; dealer setups using many receivers for demonstrations from a single antenna; tricks of the trade detailing correct matching for 72-ohm unbalanced and 300-ohm balanced lines, attenuation pads, divider and decoupling networks for *lf* and *hf* antenna systems, etc.

Saturday, April 9

Training of AM and FM Engineering for TV Operations—M. W. Baston, NBC

The ultimate success achieved by modern engineering operations in the field of broadcasting, AM, FM and television, depends to a large extent upon the electronics engineer's ability to convert technical knowledge into practical use. In recent years, the term "know-how" has been used to describe this ability in a broad sense.

The paper will outline a course of instruction designed to train engineers for the practical application of their electronic knowledge. It is based on the assumption that the individual engineer has completed at least two years of academic study. The methods of instruction, selection of engineers, instructor qualifications and benefits derived will be discussed in some detail.

Recent Advances in Broadcast Facsimile—J. V. L. Hogan, Radio Inventions

This paper will discuss improvements in facsimile transmission within FCC standards. It will discuss the importance of improved photographic reproduction, high definition and high speed. The latest developments in multiplex facsimile will be outlined which maintain simultaneous transmission with regular sound programs. The multiplex system in effect gives an FM station a completely new and supplemental service without demanding additional channel space. Its addition to an FM station involves no extra expense other than the cost of the facsimile terminal equipment plus the staff required to prepare and process the facsimile newspaper. The economics of the facsimile newspaper will also be discussed.

Mr. Hogan

Mr. Baston

A Progress Report on Ultra-High Frequency Television — T. T. Goldsmith, DuMont

This paper will discuss the utilization of the UHF channels extending from 475-890 mc. Interest has grown with the realization that adoption of standards by the licensing authority, to put these channels into use, would open up a truly nationwide television service. Therefore, this paper will deal with the propagation problems in the UHF band and will discuss the possible allocation of frequencies to UHF stations, the present status of transmitting and receiving equipment, together with information as to performance, time schedules and cost. Also, some consideration is extended with reference to bandwidth, black and white, color, and other essential factors which must, of necessity, be reconciled before commercial operation in this region is possible.

Mr. Goldsmith

Mr. Young

Development, Design and Application of Super-Power Frequency Modulation—J. E. Young, RCA

Three FM stations now on the air (WTMJ-FM Milwaukee, WBRC-FM Birmingham and WMCF Memphis) are operating with radiated powers of between 300 kw and 600 kw. Powers of this order—sometimes called "superpower"—are obtained by the use of a 50 kw transmitter in combination with a high-gain antenna. The design of a 50 kw transmitter for operation in the 88-108 mc band presented a number of new problems and considerable laboratory development (in advance of commercial design) was required before a satisfactory design was achieved. This paper discusses the course of this work and some of the interesting features of the final design, and describes the installation, proof of performance measurements and record-to-date of the three installations which have been completed.

Precocious Youth

THE YOUNGER generation is certainly growing up with radio. At least Ed Lovelace, general manager of KOJM Havre, Mont., thinks so and he has a letter to prove it. A young listener 90 miles from Havre wrote the station's disc jockey, John Derrick, requesting "Cigarets, Whisky, and Wild Wild Women" —and that's not all. The youth added precociously: "One of these days I will be able to listen to your programs in school as I am making a pocket one-tube radio. I can easily carry it in my shirt pocket. I will have a midget earphone so I can listen to it without disturbing the teacher or the class mates. . . ."

Feature

(Continued from page 18)

of presents from merchants and listeners in the area. Vickie outshone the station, however, as her picture — 16-by-20 inches — was placed in the main window of 50 Peoria stores for one week. An attention-getter, the photograph plugged Vickie, the station and merchandise. Many merchants designed special window displays, using the picture as the focal point.

Promotion resulted in general awareness, enthusiasm and response by the public, Mr. Jones reported.

SALES of Canadian Admiral Corp., Toronto, for 1948 amounted to $1,832,944 as compared to $1,907,764 in 1947.

Adv.

Wisconsin Town Needs Blacksmith; WLS Lends a Hand

When the town of Cambria, Columbia County, Wisconsin, found itself without a blacksmith, the citizens of this milk, butter and vegetable-producing community had a problem. The modern smithy performs many vital functions besides shoeing horses.

C. J. Hoffman, one of the community's leaders, thought immediately of WLS as a source of aid; he wrote to the station, and in response, Art Page announced on America's oldest farm service program, WLS Dinner Bell, that Cambria wanted a blacksmith.

Within a few days, *nine* blacksmiths had written Mr. Hoffman to inquire about setting up shop in Cambria.

Like the times WLS located a doctor for the doctorless town of Remington, Indiana, and found a church bell for Grovertown, this incident of the blacksmith is typical of the countless and varied services that have endeared WLS to the people, both in town and on farms throughout a broad Middlewestern "neighborhood" that includes Illinois, Indiana, western Michigan and southern Wisconsin.

WLS
The Prairie Farmer Station
Chicago 7, Illinois
Represented nationally by John Blair

Mr. Jack Purves
N. W. Ayer and Son, Inc.
New York City

Dear Jack:

If any o' you city fellers is down this way during convention time drap up ter see us. We's right proud a' our little town, and we shore would like for our people here at WCHS ter see some o' you fellers. We'd especially like fer you ter meet our new Miss 580. She's a mighty purty gal, and she shore is doin' a bang up job on the WCHS 580 Club. Yessir, ever'where our 5000 watts reaches folks know 'bout Miss 580 and brag on bein' members of her club. She's jest about th' best thin' wot's hit WCHS fer many a moon, so if yer kin jest drap up sometime.

Yrs.
Algy

WCHS
Charleston, W. Va.

WINZ

HOLLYWOOD DAYTIMER

'Aunt Mary' Celebrates 5th Anniversary

THE DAYTIME serial *Aunt Mary* celebrating five years on the air has thus settled, once and for all, the old controversy as to whether a program of this type can originate in Hollywood and still be successful.

Since it first went on the air in February 1944, *Aunt Mary* has been in the top 15 in the daytime Hooperatings and has usually ranked among the first five programs, national and regional.

Aunt Mary became an NBC package in February 1948, and has been sponsored since that time on 26 NBC western network stations by Albers Milling Co., a subsidiary of the Carnation Co., for Albers Flapjack Flour and Albers Quick Oats. The agency is Erwin, Wasey & Co., Los Angeles.

Previous sponsor, for three years (1945-48), was Safeway Stores, through McCann-Erickson, J. Walter Thompson Co., and Ruthrauff & Ryan. The program was carried sustaining by NBC on its western network in its earliest days.

In addition to its live broadcast in the far West, *Aunt Mary* is heard transcribed east of the Rockies, where it has been sold by the NBC Radio-Recording Division. It is also heard in Australia, where it is performed live by an Australian cast, using scripts sent from Hollywood.

The program has benefited from its inception by strong and continuing promotion by NBC and its sponsors, and by the "know-how" of Leigh and Virginia Crosby and George Fogle, who write and produce it.

Aunt Mary was a promotion "natural" for a manufacturer of food products, such as Albers Milling, because of its strong appeal to women. This appeal has been "sold" down the line of the Albers organization and to the consumer in the following manner:

1. Albers district managers have been impressed with the importance of the program as a selling tool.

2. Albers salesmen have been instructed to use *Aunt Mary* as an integral part of their sales presentation to the trade.

3. Grocers who sell Albers products have been shown how the program helps them to move goods and thus increase profits.

4. Consumers have been encouraged to become regular *Aunt Mary* listeners through extensive newspaper and station break advertising by the NBC stations carrying the program.

Listeners Voice Opinion

This campaign has been so successful that in one area where the program was discontinued, more than 400 letters were received within a week from listeners who wanted to know why it had been dropped and when it would return.

Even with this campaign, however, *Aunt Mary* might have suffered the fate of other West Coast daytime serials if it were not for the important part played by Leigh and Virginia Crosby and George Fogle.

The Crosbys, both veterans of daytime radio, brought years of experience to the program when it first went on the air in 1944. Leigh Crosby had been associated with the General Mills shows, and his wife, Virginia, had been Irna Phillips' top writer. Her credits include such top daytimers as *The Guiding Light*, *Road of Life* and *Today's Children*.

George Fogle came to radio from the stage, where he had directed Broadway hits starring Jane Cowl, Frederic March, Leslie Howard and others. In radio he directed *Ma Perkins* for seven years, in addition to casting and directing *Knickerbocker Theatre* which featured many of the biggest names in show business.

The Crosbys and Mr. Fogle formed C & F Radio Productions, which produced *Aunt Mary* and later *Dr. Paul*. The latter has enjoyed consistently high rating in the West and is now heard sustaining on the entire NBC network. In 1948 NBC bought the complete rights to both programs, including recordings of past performances and the entire library of scripts. The Crosbys and Mr. Fogle still continue to produce and write the two programs, however, happy in the knowledge that sunny California can produce just as successful a daytime serial as windy Chicago.

CELEBRATING five years of successful broadcasting of *Aunt Mary*, is this network, sponsor and agency group in Hollywood. L to r: Leigh Crosby; H. C. Cottington, vice president of Erwin, Wasey & Co.; Jan Morgan, "Aunt Mary"; Sidney N. Strotz, administrative vice president, NBC; Paul Willis, advertising manager, Carnation Co.; and Frank Berend, sales manager, NBC Western Network.

* * *

On All Accounts

(Continued from page 18)

fast at Sardi's show, he met a "Mr. and Mrs. Corwin," whom he helped to obtain tickets for a brace of broadcasts. His kindness was rewarded by a meeting with their son, Norman, who, after meetings and auditions, asked Chuck to work with him. He left the Blue Network to join Mr. Corwin at CBS in the production of the famous *Passport for Adams* series.

When Mr. Corwin entrained east, Chuck became radio production manager of the Hillman, Shane, Breyer Agency, Los Angeles, where "from the calm of Corwin and one-a-week, I jumped into 45 quarter-hour programs a week." One spot he created at the time is still on the air, and has been adapted for television — the Eastern-Columbia Clock announcement.

When Norman Corwin returned to Hollywood in 1944, Chuck returned to CBS as a producer and director assigned as associate to Mr. Corwin. Then, among other things, he worked on the much-acclaimed *On a Note of Triumph*, which marked the end of the war. Chuck stayed with CBS, directing on off-nights, at the then W6XAO, now KTSL (TV) Hollywood. In 1946, substituting for Mr. Corwin, he went to France to set up a unit for American-language dramatic presentations at the invitation of the French Broadcasting System. He stayed a year, and the shows he created there, with amateur personnel, are still being heard (transcribed) on many American stations.

Returning to the states at the end of 1947, Chuck entered the packaging business, associating himself with Alfred Drake and Lee Sabinson in two separate ventures, both of which are still in effect.

Five months after Chuck joined Grey Advertising, he was made radio director of the agency, an assignment he's had now for more than a month. Currently, he says, they're experiencing "growing pains," having just undertaken, with acquisition of their newest account (Ronson Art Metal Works Inc., Newark, lighters and accessories), their first network shows. They are *Twenty Questions* (MBS, Sat., 8-8:30 p.m. EST) and *The Johnny Desmond Show* (MBS, Sun., 7:55-8 p.m. EST).

Other radio accounts under Chuck's supervision include Ohrbach's, New York and Newark, for which he handles the *Hi Jinx* show daily (8-8:30 a.m.) and Sunday (12-12:30 p.m.) on NBC, and the WAAT Newark *Modes and Moods* (9:30-9:45 a.m.) with Paul Brenner. He also handles spot radio for such accounts as Gruen Watch, Macy's, and Waldes Cover-Zip.

The lean and lanky, very dark-eyed young man (he's just 31) has much to say in praise of radio, which he doesn't feel is particularly endangered by television. Many accounts, he says, are moving into both media on a much-expanded scale.

"Radio is not dead," he scolds, "it's here to stay, to do a big job for a long time to come. Television, which does probably the more effective *selling* job of the two media, is nothing to cause hysteria among radio people. Radio still does the more effective *advertising* job of the two."

11 YEARS AS THE NATION'S GREATEST REGIONAL QUIZ SHOW—NOW GREATER THAN EVER!

The famous "Quiz of Two Cities" now in its eleventh year for one sponsor, tenth for another, is available in such strong two-city markets as Buffalo-Rochester, Fort Worth-Dallas, Portland-Seattle and others. It can quickly assume its position as the most successful regional show in the market you want! And for TV, "The Viz-Quiz of Two Cities" is also a great program. Station-wise or client-wise, it will pay you to check the availabilities now on this double-barreled Hooper-builder!

AL BUFFINGTON CO.

WEST COAST
6711 Sunset Boulevard
Hollywood 28, California

EAST COAST
2104 North Charles Street
Baltimore 18, Md.

"make a date with a steak, tonight!"
London House
at the bridge...
Michigan Ave. and Wacker Dr. Chicago

Respects

(Continued from page 58)

from Alaska to Seattle, and that's where he got the nickname "Doc," because he was the unofficial doctor for his group.

As the decade of the 20s closed he engaged in research and manufacturing engineering in Seattle. There he built sound motion picture machines and portable radio equipment. The light-weight transmitters and receivers were taken up by the Forestry Service, first such units to go into operation and described as "the greatest advance in forest fire control since the initial use of the portable force feed pump." Some of his equipment was taken to the South Pole by Admiral Richard Byrd on his first Antarctic expedition.

Mr. Howard built KXA Seattle during this period in his engineering career, and became an aviation research engineer. In this field he developed the first radio range fan marker. The only length of copper tubing available at the time happened to oscillate at 75 mc, right between the present TV channels 5 and 6, and the service still sits there. Other aviation devices included the crossed-loop direction finder.

In 1932 Mr. Howard got into broadcast engineering and went to work on an automatic audio volume control gadget which appeared in 1945 as the famed Progar, one of the many letters patents he holds, used by many broadcast stations. In 1933 he joined Wesley I. Dumm at KSFO San Francisco, becoming vice president in charge of engineering.

Came World War II and Royal Howard found himself building the first 100 kw shortwave station, KWID San Francisco. He got it on the air in the incredible period of 11 weeks, and followed it up with KWIX, 50 kw, plus studio facilities. These were used by OWI and other government agencies for trans-Pacific broadcasting. KWID still is termed the world's most powerful shortwave station, with a radiated beam of 10,000,000 w. The station was described by the irked Japs as "a cesspool of misinformation."

As director of a special headquarters ETOUSA scientific staff in Europe he worked with the Army under the Office of Scientific Research and Development, also serving as a member of the Board of War Communications for international broadcasting.

Arriving in England, his radio skill, in true Army tradition, brought him an assignment in infra-red photography. He adapted this art to field purposes. In his panel were such broadcast engineers as Robert A. Fox, WGAR Cleveland; Lucien Farkas, formerly of CBS, and Eugene Pack, of KSL Salt Lake City.

The intrepid crew, eager for action, landed on the Normandy beaches in what they refer to as D-Day plus two months. Though they missed the landings, they made up for lost time as the allied forces moved toward Germany.

Arriving in Paris with the first troops, they helped restore the largest long-distance telephone exchange in Europe after departing Germans had thoroughly de-commissioned the intricate facilities. The panel spread out over the front and saw plenty of action As a result of near misses Mr. Howard spent some time in the U. S. hospital in London before he finally returned home, where he authored and prepared a report on postwar organization of science and technology for national security.

His affiliations include a senior membership in the Institute of Radio Engineers. He is also a a member of the American Academy for Advancement of Science and the American Institute of Electrical Engineers. He is a former chairman of the IRE San Francisco Section.

Mr. Howard was a member of several Radio Technical Planning Board and Radio Mfrs. Assn. standardization committees. Since joining the NAB in 1947 as engineering director he has been chairman of the NAB Recording and Reproducing Standards Committee, which is completing important steps in improving the recording art. He is also a member of the American Standards Assn. Committee on Recording. Prior to the NAB connection he was a member of the NAB Engineering Executive Committee. He is chairman of the BMB Engineering Committee.

Mr. Howard has attended many world conferences and recently, along with Forney Rankin, has represented NAB at the International High Frequency Broadcasting Conference at Mexico City. He was a U. S. delegate at the International Telecommunications Conference at Atlantic City, and the NARBA Engineering Conference in Havana.

Mr. and Mrs. Howard—she is the former Elaine DeWitt, of Long Beach, Calif.—maintain a home in San Francisco though "Doc" spends most of his time in Washington or at conferences. They have one child, Roy, who is connected with Graybar Electric in San Francisco.

TAPE IS THE ANSWER

KOOS Coos Bay, Ore., Is Sold on Idea

By JACK O. IRVINE
Commercial Manager,
KOOS Coos Bay, Ore.

ARE tape recorders the answer to inexpensive, big-time operation of small market stations? We think so. A two-year experiment in the use of tape recorders at KOOS has culminated in a complete re-programming plan during the hours between 6 and 12 p.m. that would have been utterly impossible by any other means.

In any small-station operation, costs are all-important. We don't enjoy the tremendous budgets our 50 kw friends have to play with, but we still rankle at being relegated to the basement of radio. Wax we cannot afford, but tape we can, due to the fact that it can be used over and over again.

Two years ago KOOS bought its first tape recorder, a Brush Soundmirror, home-type model. Our engineer converted it to broadcast use.

We began by recording all civic and public interest functions, such as luncheon speakers, banquet speakers, and special features, such as the talks given by Dewey and Stassen when they visited our area.

During the Portland floods, we piled our equipment into a Cub Cruiser airplane, and flew over the area. Under the direction of news chief Carl Schindler, we made a tape recorded eye-witness account for broadcast in the Coos Bay area, as well as for other cooperating stations such as KSUE Susanville, Calif., and KNPT Newsport, Ore.

We recorded all of the events during "Pirate Treasure Days," the local summer celebration.

We then began to use recorders to break up our one-voice announcer schedules, by having our men record various shows while they were not on the board, and also offering them a greater chance to experiment, and re-record shows at no cost to the station.

This campaign has been amplified to the point that KOOS, a 250 w Mutual affiliate, now has four recorders, with plans for a fifth.

The acme of the entire experiment was the re-programming of the evening hours, tape recording some 30 hours a week of network shows we could not otherwise carry at all due to local commercial commitments, and blocking them in on a block programming plan, offering top-notch listening every night of the week, plus cleaning up other "dirty spots" in the schedule.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

A PAYING
PROPOSITION
KLZ
DENVER
Ask the Katz Agency
CBS
560 kc.

NEW

Audio Master '49
The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE
Plays 78 and 33-1/3 rpm up to 17-½"—only 15 pounds—Sturdy woodcase—6 inch speaker—Featherweight pick-up—Rugged motor—Wow-free reproduction—Volume and tone control—Permanent but replaceable needle—6 Watts output — No needle noise—Air cooled—90-day guarantee.
low-priced at
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A C only
AC-DC Model $77.50
Microgroove add $10.00
All prices FOB factory.
The Audio-Master Co.
425 Fifth Ave. • N.Y.C. 16
MU 4-6474

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

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NAME

ADDRESS

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ONE YEAR AT $7.00
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.

FCC Actions

(Continued from page 92)

Decisions Cont.:

KNEU Provo, Utah—Granted mod of CP make changes in trans., approval ant., trans. and studio locations.

WPKE Pikeville, Ky.—Granted mod. of CP approval ant. and trans. location, change type trans.

WCPM Middlesboro, Ky.—Granted mod. CP for approval ant. and trans. location, specify studio location, change type trans.

Following were granted extensions of completion dates as shown: WBT-TV Charlotte, N. C., to 9-30-49; WDAF-TV Kansas City, Mo., to 9-30-49; WKVN Arecibo, P. R., to 6-15-49.

March 29 Applications . . .

ACCEPTED FOR FILING

Modification of License

KSMN Mason City, Iowa—Mod. license change studio to Weir Bldg.

AM—1410 kc

WLBJ Bowling Green, Ky. — CP change from 1340 kc 250 w unl. to 1410 kc 1 kw unl. DA-N.

Assignment of License

KDLK Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews, Joe H. Torbett d/b as Del Rio Bcstg. Co. to James A. Clements, Richard J. Higgins, Joe H. Torbett d/b as Del Rio Bcstg. Co. AMENDED: change assignee to Martin Rose Jr. and E. M. Haighler d/b as Del Rio Bcstg. Co.

Modification of CP

KBMT San Bernardino, Calif.—Mod. CP FM station for extension of completion date.
WXRT Chicago—Same.
WGOS Goshen, Ind.—Same.
KCBC-FM Des Moines—Same.
KWK-FM St. Louis—Same.

Transfer of Control

WKTY La Crosse, Wis.—Transfer of control La Crosse Bcstg. Co., licensee, from Independent Merchants Bcstg. Co. and R. E. Neitsch to La Crosse Tribune Co.

SSA—660 kc

KFAR Fairbanks, Alaska—SSA 660 kc 10 kw unl. to May 1, 1950.

AM—980 kc

KFRD Rosenberg, Tex.—CP change from 980 kc 500 w-D 100 w-N to 980 kc 1 kw unl.

Modification of CP

KFEL-FM Denver—Mod. CP new FM station to change ERP to 211 kw, ant. height above average terrain to 206.2 ft.
WTMJ-TV Milwaukee—Mod. CP for extension of completion date to June 23.

TENDERED FOR FILING

Transfer of Control

WSFT Thomaston, Ga. — Transfer control of Thomaston Bcstg. Co., licensee, to Julian T. Hightower and estate of William H. Hightower Sr.

Assignment of License

KXXL Reno, Nev.—Assignment of license from Edward Margolis, Frederick W. Kirske, Byron J. Samuel d/b as Station KXXL to Chet L. Gonce.
KWFC Hot Springs, Ark.—Assignment of license from Clyde E. Wilson to Spa Bcstg. Co. Inc.
WCOG Greensboro, N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Greensboro, N. C. Inc.
WAYS-AM-FM Charlotte, N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Charlotte, N. C. Inc.
WKIX Columbia, S. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Columbia, S. C. Inc.

AM—630 kc

WJMS Ironwood, Mich.—CP change from DA-DN to DA-N.

AM—1300 kc

WFLB Fayetteville, N. C.—CP change from 1490 kc 250 w unl. to 1300 kc 1 kw unl.

Assignment of License

WLDY Ladysmith, Wis.—Assignment of license from C. J. Falge to Flambeau Bcstg. Co.

ALL home and away baseball games of the Rochester Red Wings will be carried this season by WRNY and WRNY-FM Rochester, N. Y. Genesee Brewing Co., Rochester, will sponsor games on weekdays. Completing plans for broadcasts are (l to r): Mike Carpenter, Red Wings business manager; George B. Kelly, president of Monroe Broadcasting Co., WRNY licensee; Robert G. Wehle, Genesee treasurer, and Addison Penfield, program and sports director for WRNY WRNY-FM, who will give play-by-play reports on games for third successive year. Stations' new contract with ball club is for three years.

APPLICATION DISMISSED

AM—1440 kc

Motor City Bcstg. Corp., Hamtramck, Mich.—DISMISSED March 24 application for CP new AM station 1440 kc 500 w D.

Assignment of License

KMED Medford, Ore.—DISMISSED March 17 application for assignment of license to Gibson Bcstg. Co.

March 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KTMS Santa Barbara, Calif.—Mod. CP increase power etc. for extension of completion date.
KTBS Shreveport, La.—Same.

AM—950 kc

KFEL Denver—CP change from 950 kc 5 kw unl. to 770 kc 50 kw unl., change DA and trans. AMENDED to omit request for change frequency, power and trans.

Modification of License

WJMS Ironwood, Mich.—Mod. license to change DA-DN to DA-N.

Assignment of License

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge to Flambeau Bcstg. Co.
KREM Fresno, Calif.—Mod. CP new FM station for extension of completion date.
WFJL Chicago—Same.
WJJL-FM Niagara Falls, N. Y.—Same.
WSLB-FM Ogdensburg, N. Y.—Same.
KOMA-FM Oklahoma City—Same.
WAZL-FM Hazelton, Pa.—Same.

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station change ERP to 9.0405 kw, ant. to 191.6 ft., change trans. location.
WELI-FM New Haven, Conn.—Mod. CP new FM station to change ant. to 106 ft. change trans. location.

License for CP

WDUN-FM Gainesville, Ga.—License cover CP new FM station.

Modification of CP

KPIX San Francisco—Mod. CP new commercial TV station for extension of completion date to May 31.

WSAZ Hearing

WSAZ Huntington, W. Va., which once asked FCC whether television permittees were expected to push construction during the current TV freeze [BROADCASTING, Nov. 15, 1948], has had its own request for additional TV construction time set down for hearing by the Commission. In response to the original WSAZ query, the Commission subsequently replied that each permittee must decide whether to proceed or not, but that FCC feels they "must comply diligently with the terms of their construction permits or . . . surrender them" [BROADCASTING, Jan. 10]. No date was set for the hearing on the request for additional time to complete WSAZ-TV.

THE PORTABLE RECORDER

YOU HELPED DESIGN

You asked for it, and you're going to get it—soon! A popular-priced portable magnetic tape recorder built to NAB specifications. Your tremendous response to our recent questionnaire addressed to all broadcast chief engineers proved what we long suspected—the pent-up demand for a broadcast portable tape recorder without frills, but built for quality and service. Field tests are now in progress, and production models will be available soon. Write today and get your name on our mailing list. Be among the first to receive the eye-opening "specs" on the portable recorder that's built to the broadcast engineer's recommendations. Sold direct from factory to you.

AMPLIFIER CORP. of AMERICA
398-33 Broadway • New York 13, N.Y.

March 31 Decisions . . .

BY COMMISSION EN BANC

FM Authorization

CPs for two new Class A FM stations authorized by FCC and CP for Class B outlet issued in lieu of CG; 11 FM stations granted CPs for new cond., and new CPs to replace expired CPs were granted to six outlets (See story this issue).

License Renewal

Following were granted renewal of licenses for period ending Feb. 1, 1952: KGFJ Los Angeles; KGAK Gallup, N. M.; WERC Erie, Pa.; WNOK Columbia, S. C.

Petition Granted

WJBW New Orleans—Granted petition extending authority of Charles C. Carlson to operate station WJBW under temp. license for period of 30 days.

Extension Granted

WINX-FM Washington, D. C. — Granted temp. extension of license to July 1, pending receipt of reply to letter.

KURV-FM Edinburg, Tex.— Same.

License Renewal

W9XUI Iowa City, Iowa—Granted renewal of exp. TV license for period ending Feb. 1, 1950.

W8XGZ Charleston, W. Va.—Same.

Extension Granted

American Communications Bar Assn. —Granted in part petition for extension time within which to file statements or briefs in connection with matter of revision of procedure relating to handling of broadcast applications; time was extended to May 4 within which interested persons may file statements or briefs in this matter.

Transfer of Control

WITA San Juan, P. R.—Granted consent transfer control Electronic Enterprises Inc. from Bernard and Elizabeth A. Rubeli to Antonio Ayuso Valdivieso for $25,000.

License Renewal

KVER Albuquerque, N. M.—Granted renewal of license period ending Aug. 1, 1951.

Hearing Designated

Robert F. Wolfe Co., Fremont, Ohio —Designated for hearing application for new station 900 kc 500 w D DA.

SSA Denied

WIBC Indianapolis—Denied SSA 1070 kc 50 kw D DA at new ant. site, for period not to exceed 6 mo. continuing to operate 5 kw N from existing ant. site.

Waiver Granted

KVAN Vancouver, Wash.—Granted authority to change studio from Vancouver, Wash. to Portland, Ore., subject to cond. Vancouver Radio Corp. continue to operate KVAN as Vancouver station; granted waiver of rules for purpose of permitting KVAN to announce itself as Vancouver station.

Petition Denied

Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—Denied request that Commission set aside action Nov. 26, 1948, which deleted call letters after grant without hearing of application and reinstate CP.

Hearing Designated

WASA Havre de Grace, Md.—Designated for hearing application to change operating assignment of WASA from 1600 kc 500 w D to 1330 kc 1 kw D, in consolidation proceeding with application of Frederick Bcstg. Co.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

Box Score

SUMMARY TO MARCH 31

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,967	1,920	229		465	264
FM Stations	724	305	591	27*	110	29
TV Stations	59	7	115		323	181

* 11 on air

CALL ASSIGNMENTS: KECC Pittsburg, Calif. (Pittsburg Broadcasting Co., 990 kc, 1 kw, unlimited); KQW San Francisco, changed to KCBS (Pacific Agricultural Foundation Ltd., now 100% owned by CBS); WRRN Warren, Ohio, changed to WHHH (The Warren Tribune Radio Station Inc.); KAGH-FM Pasadena, Calif., changed to KARS (KAGH Inc.); KCFM Kansas City, Mo., changed to KCMO-FM (KCMO Broadcasting Co.); WGBR-FM Goldsboro, N. C., changed to WEQR (Eastern Carolina Broadcasting Co. Inc.); WRRN-FM Warren, Ohio, changed to WHHH-FM (The Warren Tribune Radio Station Inc.).

TV APPLICATIONS

Oak Hill, W. Va.—Robert R. Thomas Jr., Channel 6 (82-88 mc), ERP 0.953 kw aural, 1.9 kw visual, antenna 397 ft.; estimated cost of construction $77,277.50. Applicant does not expect first year operating costs to exceed expected revenue. Mr. Thomas is licensee of WOAY and WOAY-FM Oak Hill. Filed March 29.

AM APPLICATIONS

Crystal City, Tex.—Winter Garden Broadcasting Co., 1340 kc, 250 w, unlimited; estimated cost $17,830. Partnership: J. H. Mayberry, chief engineer KSIX Corpus Christi, 15% owner KBKI Alice, Tex. and 12½% owner Community Broadcasting Co., applicant for Corpus Christi 80% interest and William T. Stubblefield, special events director KSIX 20%. Filed March 25.

Malden, Mass.—Malden Broadcasting Co., 1470 kc, 1 kw daytime; estimated cost $23,600. Sole owner is John Wood Logan, one-half owner of Logan-Ford canning Co., Henderson, Md. Filed March 29.

Manistique, Mich.—Delta Broadcasting Co., 1450 kc, 250 w, daytime; estimated cost $16,950. Principals: John P. Norton, publisher Escanaba Daily Press, president 45.5%; F. J. Lindenthal, business manager Escanaba Daily Press, secretary-treasurer 53.73%; W. J. Duchaine, vice president 0.75%. Delta Broadcasting Co. is licensee of WDBC Escanaba and holds conditional grant for FM in same city. Filed March 29.

Patchogue, N.Y.—Patchogue Broadcasting Co., 1580 kc, 250 w, daytime; estimated cost $19,750. Principals: Lee Morrison, employed by WLBR Lebannon, Pa., 41%; Julian Sarachek, employed Allied Purchasing Corp., 28%; W. Frank Short, employe of WLRB Lebanon, 15%; M. Leonard Savage, employe of WLRB, 7.5%; Harriet Schoffel, secretary for Pennsylvania Board of Parole, Harrisburg, 4.7%; Herbert Morrison, accountant with Gleiber & Schwartz, New York, 3.8%. Mr. Lee Morrison has interest in application of Benlee Broadcasting Co., Patchogue. Filed March 29.

Sandusky, Ohio — Sandusky Newspapers Inc., 1570 kc, 250 w, daytime; estimated cost $6,850. Principals: Dudley A. White, president; Charles J. Stark, vice president; Mrs. Alice M. Snyder, owner Reflector Herald, Norwalk, Ohio, and 36.48% owner of applicant; Alice S. White, 26.6%. Number of others hold minor interests.

St. Louis—J. A. Brooks, 1600 kc, 1 kw, daytime; estimated cost $19,372. Mr. Brooks is evangelistic radio worker, Springfield, Mo. Filed March 29.

FM APPLICATIONS

Athens, Ohio—Ohio U., noncommercial educational FM station. Channel 201 (88.1 mc), power 10 w; estimated cost $2,800. Filed March 23.

Columbia, S. C.—Columbia College, noncommercial educational FM station. Channel 201 (88.1 mc), power 10 w; estimated cost $3,500. Filed March 29.

Ukiah Bcstg. Co., and Mendocino Bcstg. Co., Ukiah, Calif.—Designated for consolidated hearing application of Ukiah Bcstg. Co. with Mendocino Bcstg. Co. both requesting new station 1400 kc 250 w unl.

AM—570

KVI Tacoma, Wash.—Upon petition for reconsideration Commission removed from hearing and granted application to designate Seattle as location of studio.

Citizens Radio Service

FINAL RULES governing licensing and administrative details of the Citizens Radio Service were issued by FCC last Thursday in substantially the same form as originally proposed last August. They become effective June 1. The Commission rejected suggestions that the minimum age for applicants be lowered from 18 to 16 years and that purchasers of citizens radio equipment be allowed to operate pending issuance of formal grants.

Applications which are eligible under the rules governing some other service will, generally, be placed in the pending files until the Commission completes a review of the "entire eligibility problem" of the citizens service. License term will be five years. Citizens radio uses the 460-470 mc band.

WQQW PROPOSAL

For Ownership Realignment

OWNERSHIP reorganization of WQQW-AM-FM Washington, the so-called Blue Book experiment, is reported in an application filed with the FCC Friday for approval.

Under the proposal, M. Robert Rogers, WQQW general manager, would acquire about 30% control, the largest voting interest in the station. Pierson Underwood, program director, would acquire about 20% interest.

In addition to Messrs. Rogers and Underwood, subscribers to the new Class A issue include Irwin Geiger, attorney; Jesse I. Miller, attorney, Norris Rodman, Washington businessman, who will continue as president of Metropolitan Broadcasting Corp., the licensee firm. The latter three would divide the other 50% voting interest equally.

WQQW is assigned 1 kw daytime on 570 kc. WQQW-FM, which operates fulltime, is assigned Channel 278 (103.5 mc) with power of 20 kw.

OPERATOR RULES

Modifications Made Final

PROPOSED modifications in FCC rules governing commercial radio operators were adopted as final by the Commission last week to be effective May 9. The changes have been made to the rules so they will conform to provisions of the Atlantic City Convention [BROADCASTING, Nov. 29, 1948].

Involving revision of Secs. 13.61 and 13.62 of the rules, the modifications have been made for three purposes. The first is to include in the scope of authority of the various classes of commercial radio operator licenses appropriate provision for stations using FM and pulsed types of emission. These stations are not now in the rules.

The changes also defined more clearly the basic scope of authority by reference to types of transmission employed (television, facsimile, radiotelephone, radiotelegraph etc.) in lieu of the present references to types of emission. The modifications further expand the scope of operating authority under the radiotelephone classes of license so as to include certain transmissions classified technically as telegraphy but which the holder of a radiotelephone license is considered qualified to handle.

This latter expansion of authority is explained in detail in the following, newly amended Sec. 13.62. The footnote of the present section is deleted.

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE
TELEVISION FILM
FOR ONLY
$150.00
35 MM
16 MM
Additional prints at low cost!

Price Includes
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Save Time - Save Money
Write or Phone . . . .

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CCNY

(Continued from page 25)

BMB tax case and how far it can go in support of research methods which, if applied universally, might step on some toes. He cited such possibilities as restraint of trade and the anti-trust laws. He said committee reports from the tri-partite organizations — NAB, AAAA, ANA—were to be submitted soon.

Asked whether possibility that BMB might fold would be a "body blow to all research," Dr. Baker countered by saying: "All agree that BMB will be retained in some form and the 2nd study, already directed and begun, awaits the ironing out of organizational matters. They also agree that the ideal of uniform industry wide research is to be desired. How is the problem."

Another panel session, dealing with sales, comprised Arthur Duram, CBS-TV sales promotion manager; Lewis Avery, president, Avery-Knodel, station representative; Eugene Thomas, manager of WOIC (TV) Washington; Ralph Weil, manager, WOV New York; Reynold R. Kraft, in charge of network sales, NBC. Moderator was Murray Grabhorn, ABC vice president. Subject was "Selling Radio and Television—Programs and Time."

Mr. Duram stressed advisability of advertisers obtaining early TV franchises, and expressed hope they would adopt the attitude that video expenditures will come from sales as well as advertising budgets.

The advertising dollar has increased and other media will not suffer, Mr. Weil told the group. Messrs. Duram and Grabhorn expressed accord with Mr. Weil. New fields of advertisers are being developed, Mr. Grabhorn added. Mr. Kraft pointed out that not all present TV advertisers used radio, but television has definite advantages. "Not only that, we are coming into a higher plane of economic well-being."

The problems of the once-a-month advertiser were discussed by the panel, with consensus that viewing habits of televiewers have not yet formed, "but are in the process of forming." It was suggested that in the case of periodic advertisers, promotion and not viewing habits was the key.

Opening question of the CCNY panel on programming, fired at John M. Sinn, executive vice president of Frederic W. Ziv Co. and president of Ziv Television Programs Inc., New York, was: "What segment of radio will be affected first by television?" Mr. Sinn's reply that network radio would be the first radio operation to become obsolete if any, started a round of discussions, debates and queries that touched only occasionally on programming as a whole.

Cott Sounds Warning

Ted Cott, vice president and program manager of WNEW New York, held that talk of video stealing radio advertisers' dollars was having a bad psychological effect on timebuyers. He pointed out that video's impact was being felt more by other media and that already New York papers were showing a noticeable circulation drop.

According to Tony Kraber, program manager, WABD (TV) New York, video stations are currently producing programs for more money than what is being charged advertisers. At present, he said, were DuMont to sell the 7-10 p.m. period on WABD, seven days a week, the $26,500 realized would not cover operation cost. Telecasters are staying in business, he explained, for the time when the audience reached (increasing by 100,000 sets per month) will make it worth while for advertisers to pay for programs at higher, profit making rates.

Asked about the place of the small advertiser in video, Mr. Kraber pointed out that these people are currently taking money from other *visual* media for television programming, i.e., one newspaper page forfeited for one video show. He didn't feel the small advertiser would forego radio, which is "relatively cheap per unit reached."

Cites 'Video Hysterics'

In accord with Mr. Kraber, Leslie T. Harris, Benton & Bowles director of radio, stated that television is not now as good a buy for the audience reached as is radio. He said, too, that agencies are getting over the "video hysterics," and questioned whether TV would put any other media out of business.

Mr. Harris did not see video making big inroads on daytime radio.

Department store programming was discussed, with views offered pro and con on "integrated commercials." Mr. Harris was not in favor of them, and Mr. Kraber said similar attempts at WABD were met with letters of protest from viewers who felt cheated. Commenting on department store advertisers as a whole, Mr. Sinn said they demand more direct results from video or radio than any other group, having been geared to newspaper advertising where items featured in a morning paper are purchased the same day.

General discussion ensued on films in television, with all panel members agreeing that film transcriptions will be bigger than radio ETs have been. Mr. Sinn pointed out that audio transcriptions have been perfect only in the last seven years, but films predated television by many years.

In summary, Mr. Cott advocated that both radio and video sharpen their claws to create more entertaining shows. "Competition," he said, "is still the best shot in the arm for the entire industry."

Morning, publicity—public relations panel agreed there was a great need for sponsor education to develop newsmaking situations for television publicity, and for coordination among such sources as agencies, networks, independent stations, independent publicity firms and talent publicity men. Use of highlight listings in daily newspapers was also brought out, as was the fact that AM picture publicity dominates space in a 9-1 ratio.

Afternoon sessions were devoted to a discussion of "New Frontiers In the Radio and Television Business." Panel comprised William E. Ware, FM Assn. president; Hubbell Robinson Jr., CBS vice president and director of programs; Marion Harper Jr., president, McCann-Erickson, and Elliott M. Sanger, executive vice president and general manager, Interstate Broadcasting Co. (WQXR, WQXR-FM New York). Each delivered prepared talks, covering such industry facets as FM, radio talent and package operations, independent stations and the agency picture.

Current interest in television

ON HAND for preview of new WSAU studios were: L to r, standing—Wausau's Mayor Herbert A. Gise; G. W. Killeen, WSAU sales manager; M. H. Motross, president, Wausau Chamber of Commerce; Walter J. Damm, vice president and general manager of radio, The Journal Co.; Walter G. Roehl, Chamber of Commerce executive secretary, and D. B. Abert, business manager, The Journal Co.; seated—Carl Krueger (l), 85-year-old former caretaker of mansion, and Ben F. Hovel, station manager.

MANSION STUDIOS

WSAU in New Quarters

WSAU and WSAU-FM, *Milwaukee Journal* stations in Wausau, Wis., moved from a downtown building March 27 into what was once the mansion of Daniel L. Plumer, Wausau lumberman and banker. The three-story red granite building houses three studios, offices, a music library and a news room. Largest studio can accommodate 50 to 60 persons.

The Journal Co., which also operates WTMJ WTMJ-FM and WTMJ-TV Milwaukee, purchased WSAU WSAU-FM from the Northern Broadcast Co. in June 1947. WSAU is on 1400 kc with 250 w fulltime. WSAU-FM is on Channel 238 (95.5 mc) with 46 kw effective radiated power.

Walter J. Damm heads The Journal Co. stations as vice president and general manager of radio. Ben F. Hovel is WSAU WSAU-FM station manager, and other executives include Rudy Topinka, program director; Joseph W. Killeen, sales manager; R. W. Richardt, technical supervisor, and Keith Jacobs, news director.

Some 500 city and county officials, advertisers and special guests attended a preview of the new WSAU quarters March 23 and 24.

If it's talent, We have it!
RADIO TALENT, INC.
WRIGLEY BUILDING
410 N. MICHIGAN AVE.

has distracted attention from the growth of FM station and increase in sales of FM receivers, Mr. Ware told members. He pointed out there is now one FM outlet for every two AM, and added: "These FM stations are so situated and their coverage is such that their signals now blanket more than 450 major marketing areas in this country." Mr. Ware expressed belief FM would continue to compete favorably with AM.

Taking up the cudgel for independents, Mr. Sanger scored the belief of some supporters that "sound broadcasting is . . . watching its own funeral, and what's worst of all . . . on a television screen." Television is "certainly not going to put out of business stations which have a reason for existence . . . based upon the need for specialized services by AM and FM stations," he asserted.

Mr. Sanger diagnosed the independent's malady as "not just television competition" but "the fear of television."

Mr. Harper, arguing for more qualitative research, emphasized that quantitative figures are valuable, but they must be supplemented with studies showing ways in which a particular program helps or fails to help move the sponsor's product.

Discussing talent development, Mr. Robinson said that most of radio's creative acheivements stemmed from individuals acting independently rather than through industry's efforts. He contended that industry has not "for the most part, invested enough to create new writers, producers and personalities, and urged it to give creative talent time and elbow room" if new ideas and frontiers are to be realized.

At the Wednesday luncheon session, Edward Arnold, noted actor and star of radio's *Mr. President*, touched on talent for TV as it affects Hollywood. The movie industry feels that it will be a great thing for actors, but, "radio actors are liable to have a tougher time," Mr. Arnold said. The consensus is that television will not replace radio and neither TV nor radio will supplant movies, he said.

The stage-screen-radio actor was a featured speaker at the luncheon, and accepted an honorable mention certificate on behalf of Mathews Bros. appliances, for "unusually effective promotion" of *Mr. President*. The awards, highlighting the luncheon, were presented by Dr. John Peatman, CCNY associate dean and chairman of the National Radio Awards Committee.

The 1948 plaque awards went to Kudner Agency, New York, for creation of *Texaco Star Theatre* (on television); WMAQ Chicago and Chicago Industrial Health Assn. for *It's Your Life*, and WEEI Boston for "outstanding achievement in promotion." In addition, 13 awards of merit and 16 honorable mention certificates were passed out to stations, agencies and sponsors [BROADCASTING, March 14].

K-F CHANGE

Weintraub Replaces Swaney After Radio Tiff

IN A disagreement over radio policy, Kaiser-Frazer Corp. last week changed its agency, announcing that William H. Weintraub & Co., New York, would now handle all media.

When the announcement was made, Morris F. Swaney, president of Morris F. Swaney Inc., the old K-F agency, said he voluntarily gave up the $8,000,000 account because of an "argument on policy."

He said his company differed with K-F management over the proportion of advertising given to various media and particularly to radio. This did not indicate, he said, that the Swaney agency was opposed to radio as such, but that it believed K-F was getting out of balance in its allocation of emphasis among media.

He pointed out that the Swaney organization at one time handled $200,000 worth of spot billing for K-F monthly and that the agency philosophy with regard to radio was no different now. It currently is handling the K-F spot business, amounting to about $15,000 while the Weintraub agency is in charge of the K-F Walter Winchell show, the purchase of which Weintraub negotiated for K-F last fall.

The Weintraub agency will begin a newspaper campaign announcing the auto company's entry into a new price field, it was reported. Details of the campaign are to be revealed later, but it was said that 1,500-line, 1,000-line and 600-line copy will appear in 1,521 daily newspapers and in 1,584 weeklies across the country.

Announcement of the change of agency was made by Edgar F. Kaiser in one of his first acts as president of the company. He was promoted from vice president to the top executive post in a shift in which Joseph W. Frazer, former president, became vice chairman, a new post relieving him of active control.

Upcoming

April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 7-9: CBC board of governors meeting, Ottawa.
April 12: Brand Names Day, Waldorf-Astoria, New York.
April 18: New York Radio Station Managers Committee, Waldorf-Astoria, New York.
April 21: Peabody awards presentations, Radio Executives Club meeting, New York.
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.
May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

JONES PROMOTED

Named Fort Industry V. P.

RICHARD E. JONES has been named a vice president of Fort Industry Co. He joined the organization Sept. 1, 1948, as managing director of WJBK WJBK - FM Detroit and became general manager of overall Fort Industry operations in Detroit, including WJBK-TV, last November [BROADCASTING, Nov. 1, 1948].

Mr. Jones

Announcement of the appointment was made last week by Lee B. Wailes, Fort Industry vice president and general manager.

Mr. Jones has been a Detroit radio executive for the past nine years. He moved to WJBK from CKLW Detroit-Windsor, where he had been commercial manager [BROADCASTING, Aug. 23, 1948].

WJBK recently moved its offices and studios into the tower of Detroit's Masonic Temple. Its TV affiliate, WJBK-TV, is the Detroit outlet for both CBS and DuMont television networks.

Fort Industry, headed by George B. Storer, operates stations in six cities besides Detroit, and last month put its third video station, WAGA-TV Atlanta, on the air.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
FEBRUARY 20-26

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Rating	Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	32.7	—1.4
2	2	Jack Benny	30.3	—0.2
3	3	McGee & Molly	28.0	—1.5
4	5	Amos 'n' Andy	28.0	+0.3
5	4	Godfrey's Scouts	27.4	—1.8
6	8	Sam Spade	26.2	+1.4
7	6	Walter Winchell	25.6	—0.9
8	7	Bob Hope	24.6	—1.6
9	10	My Friend Irma	24.4	+0.2
10	15	Mr. Keen	24.0	+0.1
11	11	Mystery Theater	23.3	—0.3
12	22	People Are Funny	23.2	+1.9
13	12	Stop Music (4th qtr.)	22.9	+0.8
14	19	Mr. D A	22.4	+0.9
15	46	"The Fat Man"	22.3	+4.4
16	14	Ford Theater	22.2	—1.1
17	18	Mr. and Mrs. North	22.1	+0.3
18	17	FBI in Peace, War	21.8	—0.3
19	20	This Your FBI	21.6	+0.2
20	27	Dennis Day	21.6	+2.0
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	19.9	+0.6
2	2	Beulah	18.8	+1.0
3	3	Counter-Spy	16.8	+0.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Godfrey (L & M)	14.1	+0.9
2	2	Ma Perkins (CBS)	12.4	+0.9
3	5	Godfrey (Nabisco)	11.9	+0.9
4	12	Right to Happiness	11.9	+0.6
5	6	Pepper Young	11.9	+0.2
6	8	Backstage Wife	11.8	+0.6
7	4	Young Widder Brown	11.7	0.0
8	3	When Girl Marries	11.7	—0.2
9	13	Stella Dallas	11.7	+0.8
10	16	Our Gal, Sunday	11.3	+0.8
11	11	Portia Faces Life	11.3	+0.3
12	20	Godfrey (Gold Seal)	10.8	+0.8
13	24	Perry Mason	10.6	+0.6
14	14	Guiding Light	10.5	0.0
15	9	Wendy Warren	10.5	+0.1
DAY, SAT. OR SUN., 5-60 MIN.				
1	8	Grand Central Station	16.0	+2.7
2	1	True Detective	15.4	—2.4
3	6	Armstrong Theatre	15.0	+1.8
4	2	Quick as a Flash	15.0	—2.0
5	5	Stars Over H'wood	14.7	+0.8

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Rating	Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	4	Lux Radio Theatre	25.9	+1.4
2	1	Jack Benny	23.6	—2.0
3	2	McGee & Molly	23.4	—1.6
4	3	Walter Winchell	22.5	—1.3
5	6	Amos 'n' Andy	20.8	+0.1
6	13	Sam Spade	20.2	+1.4
7	11	Mr. Keen	20.0	—0.4
8	17	People Are Funny	19.7	+1.7
9	9	My Friend Irma	19.5	—0.2
10	10	Stop Music (4th qtr.)	19.5	+0.5
11	14	Mystery Theatre	19.0	0.0
12	18	Mr. D A	18.5	+1.0
13	34	"The Fat Man"	18.5	+3.4
14	5	Godfrey's Scouts	18.4	—2.4
15	16	Stop Music (3rd qtr.)	18.3	+1.2
16	15	This Your FBI	18.2	—0.1
17	7	Bob Hope	18.1	—1.9
18	12	Suspense	17.0	—3.2
19	20	Mr. and Mrs. North	16.8	—1.1
20	8	Crime Photographer	16.7	—4.8
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	16.0	+0.1
2	2	Beulah	15.9	+0.7
3	3	Counter-Spy	13.3	+0.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Godfrey (L & M)	11.7	+0.4
2	2	Ma Perkins (CBS)	11.3	+0.7
3	5	Godfrey (Nabisco)	11.0	+1.0
4	9	Right to Happiness	10.8	+0.5
5	6	Pepper Young	10.8	+0.3
6	7	Backstage Wife	10.7	+0.4
7	4	Young Widder Brown	10.6	+0.4
8	3	When Girl Marries	10.6	—0.1
9	10	Stella Dallas	10.5	+0.6
10	11	Our Gal, Sunday	10.3	+0.8
11	8	Portia Faces Life	10.0	0.0
12	16	Perry Mason	9.6	+0.4
13	13	Guiding Light	9.5	+0.2
14	20	Ma Perkins (NBC)	9.3	+0.2
15	15	Romance Helen Trent	9.3	+0.7
DAY, SAT. OR SUN., 5-60 MIN.				
1	5	Grand Central Station	13.3	+2.0
2	1	True Detective	12.3	—2.1
3	6	Stars Over H'wood	12.3	+1.1
4	8	Armstrong Theatre	12.2	+1.8
5	3	Quick as a Flash	10.4	—0.7

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KVAN, KVI GRANTS

Studio Changes Authorized

TWO AM stations were granted changes in main studio sites by FCC last week—KVAN Vancouver, Wash., to its transmitter site in Portland, Ore., and KVI Tacoma, Wash., to Seattle.

Naugatuck Valley Broadcasting Corp., Ansonia, Conn., meanwhile was denied by the Commission its request to set aside a decision of Nov. 1948 deleting the new AM station facilities previously granted the applicant. These were 1 kw daytime on 690 kc (WGRO). FCC said the permit expired in October and the firm had failed to meet conditions originally attached to the grant and to file for extension of the permit.

KVAN will contiue to identify itself as a Vancouver station but KVI will become a Seattle outlet. Comr. Paul A. Walker voted for hearing on the KVI request. KVAN is assigned 1 kw on 910 kc, KVI 5 kw on 570 kc.

At Deadline ...

UHF TV APPLICATIONS FILED BY THREE OUTLETS

HIGH BAND (UHF) experimental video stations requested Friday in applications filed at FCC by WRAW Reading, WKBO Harrisburg and WEST Easton, Pa., owned by the Steinman interests. Each would study feasibility of UHF television operation in its area.

Project, to take about 60 days in each location, is being handled by McNary & Wrathall, Washington consulting engineering firm, which will provide equipment and supervision. Tests will be made in 511-519 mc area with 325 cycle pulsed transmission with peak transmitter power of 5 kw and effective radiated power of 50 kw. EIMAC tubes are specified along with five element Yagi array. Each station estimated cost of research job at $5,000.

SEATTLE PLANS UNDECIDED

TELEVISION plans of Tacoma, Wash., *Times* undecided Friday after announcement of permanent suspension of publication previous day. Owned by Scripps Newspapers Inc., Seattle, paper is 50% owner with KTBI there in Television Tacoma Inc., pending applicant for TV Channel 4 (66-72 mc). Scripps is part owner KNEW Seattle and KVNI Coeur d'Alene, Ida. Bing Crosby is other applicant pending at Takoma, seeking Channel 9 (186-192 mc).

STROMBERG-CARLSON NET FOR BROADCASTING DECLINES

BROADCASTING division of Stromberg-Carlson Co. earned profit of $129,438 in 1948 as against $301,873 year before, according to annual report of Ray H. Manson, president, and Edwin C. Roworth, secretary.

Despite decrease, broadcasting division earned "a good profit from the sale of advertising time during 1948," they said, recalling expenditures at Rochester Radio City, occupied by WHAM-WHFM, and of progress of Stromberg-Carlson television station, WHTM, to start commercial telecasting early in summer.

From all operations, company reported sales of $29,470,232 for 1948, as against $32,190,872 year before; profit of $877,602 for year as against $1,084,149 previous year, and earned surplus at the end of year totaling $5,353,756, increase of $417,030 over previous year.

HEDGES HEADS PIONEERS

BILL HEDGES, NBC vice president of planning and development, named president of Radio Pioneers at club's annual dinner in New York, succeeding Edgar Kobak, MBS president. Among other officers elected were Frank E. Mullen, Goodwill stations, first vice president; Arthur Church, KMBC Kansas City, second vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Orestes H. Caldwell, Caldwell-Clements publications, vice president and treasurer; Edgar Bill, WMBD Peoria, vice president; J. R. Poppele, WOR New York, vice president; Dorothy Gordon, *New York Times*, vice president.

KANSAS LIBEL BILL PASSED

KANSAS LEGISLATURE passed bill relieving radio and television stations of liability for broadcast or telecast defamation, subject to exercise of due care and provided defamation isn't by licensee or employe of station.

McDONALD LIKES COY SPEECH; RCA HITS UHF DEVICES

PRESIDENT E. F. McDonald Jr. of Zenith Radio Corp. told FCC Chairman Coy, in letter released Friday, that he didn't disagree "with a single word" of Baltimore speech in which Mr. Coy characterized controversy over TV set obsolescence as "something of a tempest in a teapot" [BROADCASTING, March 28].

Observers regarded McDonald statement as significant since it was largely Zenith's high-band claims which touched off current obsolescence controversy. Zenith ads claimed Zenith is only TV set on market "with a specially built-in turret tuner with provision for receiving the proposed new UHF channels on the present channels." Ads claimed purchase of Zenith set was insurance against obsolescence [BROADCASTING, March 14].

In speech with which Commdr. McDonald professed no disagreement, Chairman Coy said today's TV sets "will probably not be able to get service" from UHF if standards adopted for UHF are incompatible with present VHF standards. But he thought nobody buying TV set today is "fraud" victim. "I can assure them," he said, "that wherever a television signal is available from a VHF transmitter, their set will render them fine service for many years and can be converted to render fine service for them if ultra high frequencies are utilized for the present system." He also said obsolescence controversy "has tended to create definite pressure" for adoption of VHF system as standard for UHF.

Commdr. McDonald's letter, released by FCC Chairman's office, said "laboratories of our competitors are working night and day to produce two-band sets. They will start marketing them shortly and thereby somewhat relieve the situation that is going to exist with new stations going on the air in the UHF."

J. G. Wilson, RCA Victor executive vice president, meanwhile declared obsolescence fears are "unfounded" and "not based on scientific or economic facts." He said suitable converters can be provided but that it is impractical to design a high-band set until it is known which UHF channels will be available.

TV INFORMATION COMMITTEE NAMED BY BALCOM OF RMA

INDUSTRY committee to give public, trade and government accurate television information appointed by President Max F. Balcom of Radio Mfrs. Assn.

All segments of TV industry represented including leading video manufacturers, Mr. Balcom said. Committee will give comprehensive data on present and future television service.

Authorized by RMA's board and given "broad authority and substantial funds," committee is headed by Paul V. Galvin, RMA past president and Motorola president. Other members: Benjamin Abrams, Emerson Radio & Phonograph president; Dr. W. R. G. Baker, RMA Engineering Dept. director and General Electric vice president; H. C. Bonfig, Zenith vice president; James H. Carmine, Philco vice president; James W. Craig, Avco's Crosley Div. vice president; Dr. Allen B. DuMont, Allen B. DuMont Labs head; Joseph B. Elliott, RCA Victor Div. vice president, and William J. Halligan, Hallicrafters Co. president.

MOVE TO NEW YORK, KOBAK URGES FMA AND NAB

EDGAR KOBAK, president of MBS, departing from prepared text, advised FM Assn. clinic in New York Friday *(early story page 25)* to move from Washington to New York—to get away from government bureaucracy and get closer to business. He advised NAB to do likewise. FM could be life saver to radio manufacturers, he said, and urged latter to plug new model idea hard yearly, as do car manufacturers. Richard G. Evans, president WIZZ-FM Wilkes-Barre, Pa., said FM commercial success is dependent on better programming. Telling how WIZZ built its programming and listnership, he said it enabled local regional FM distributor for Stewart-Warner to outsell New York, Philadelphia and Washington distributors.

Advertisers who buy radio network time without valuing FM outlets above AM are "just as crazy as the silver miner who throws away his by-products of gold and platinum," Ted Leitzell, director of public relations of Zenith Radio Corp., told clinic in Hotel Commodore. Mr. Leitzell emphasized greater coverage rendered in many sections by FM broadcasters as compared to AM.

RCA CLAIMS HEAVY DEMAND FOR 45 RPM EQUIPMENT

AS RCA VICTOR's 45 rpm records and record players went on sale late last week in stores throughout country, Columbia Records Inc. announced 20% reduction in its 10 and 12-inch records, not including LPs.

At the same time, RCA Victor started huge promotional campaign, taking ads in newspapers across country, releasing generous amounts of background material to city desks and using its Sunday afternoon show on NBC to talk about its new record system.

RCA claimed dealer support of new system has led to prediction that approximately two million of its new 45 rpm instruments will be produced and sold this year by equipment and home instrument manufacturers. Orders already received have caused RCA Victor to revise production schedules upward, it was said. Twenty-six manufacturers have announced plans to incorporate 45 rpm record production facilities in their instruments. Notable among those who have not joined in is Philco Corp.

Closed Circuit

(Continued from page 4)

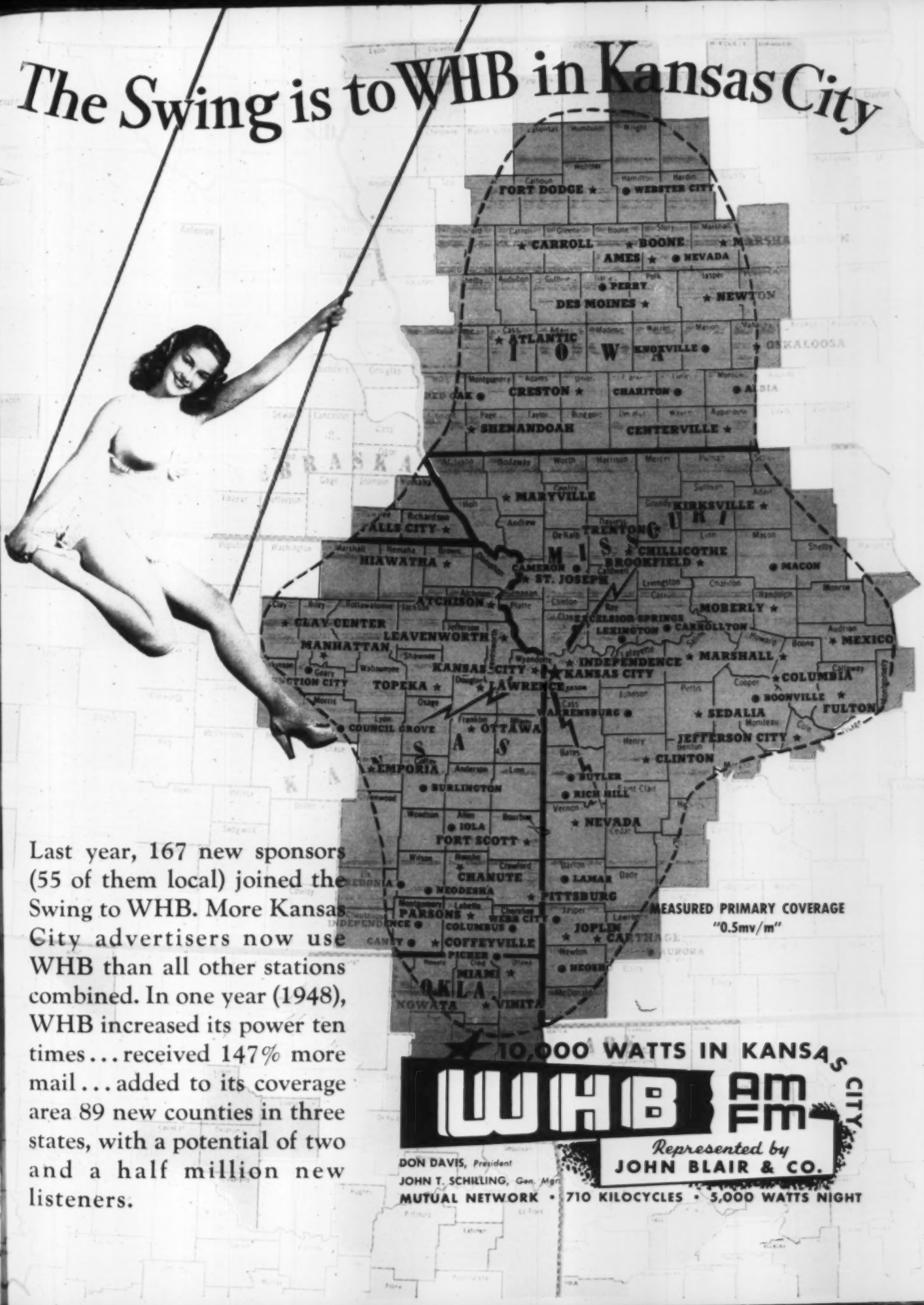
ing was Friday midnight, with results to be known Wednesday. While referendum is procedural accident, with little support for by-law deleting code powers, it's realized opponents might have mustered strength.

CONSTANTLY recurring reports that projected new fifth network—now styled as Federal Broadcasting Co.—has aligned number of present network-affiliated stations are without verification in responsible quarters. Established networks know of no defections of moment.

TYPICAL security precautions of Atomic Energy Commission apply to NAB Engineering Conference speech by Dr. Lincoln R. Thiesmeyer. Text of Friday talk to be withheld from press and radio until few minutes before delivery.

WESTINGHOUSE, through McCann-Erickson New York, reportedly negotiating with CBS for sponsorship of television version of *Studio One*.

The Swing is to WHB in Kansas City



Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times... received 147% more mail... added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.

MEASURED PRIMARY COVERAGE
"0.5mv/m"

10,000 WATTS IN KANSAS CITY

WHB AM FM

Represented by
JOHN BLAIR & CO.

DON DAVIS, *President*
JOHN T. SCHILLING, *Gen. Mgr.*
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT